



## WYA NORTH AMERICA ONLINE MARKETING AND DESIGN INTERNSHIP

*Application deadline: May 1, 2021*

*Internship dates: May 24 - August 27, 2021 (may be adjusted at discretion of supervisor)*

Thank you for your interest in WYA North America's online marketing and design internship! Below you will find information that introduces you to the World Youth Alliance, the work of the North America region, and some of the primary responsibilities and opportunities included in the internship.

### ***A brief history of WYA***

In 1999, the World Youth Alliance was founded in New York City at the United Nations. At a conference on Population and Development, thirty-two young people were brought into the negotiations and given the floor. They stated that they represented all three billion of the world's youth and demanded the following: abortion as a human right, sexual rights for children, and a

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deletion of parents' rights. At a conference convened to discuss the needs of the world's people, basic needs including access to clean water, sanitation, education, nutrition, health care, and employment were not addressed. As a reaction of conscience, Anna Halpine and a few others went back into the assembly the next morning and distributed flyers, which stated that these young people did not represent all the youth of the world. She called for a discussion on topics addressing basic human rights and necessities. The statement was well-received by many delegations, and they asked her to maintain a permanent presence at the United Nations, as well as to work with young people from the delegates' countries.

Since then, WYA has expanded to six regions worldwide. In 2010 WYA welcomed the establishment of the WYA Foundation, and in 2012 an outgrowth of WYA, the FEMM Foundation, was launched. Amidst this growth, the work of WYA has come to encompass not only advocacy work at international organizations such as the UN and the EU, but also the education of young people in the philosophy of the dignity of the person and the hosting of cultural programs and events, in which this dignity is expressed, shared, and developed.

### ***Our values***

The core values of the World Youth Alliance are stated in the WYA Charter, which can be accessed at [wya.net/charter](http://wya.net/charter). The main ideas in the WYA Charter are:

- All human persons possess equal human dignity that is intrinsic and inviolable. This dignity, **present from conception to natural death**, is the foundation of every human right, including the right to life.
- The family is the foundational group unit of society, where individuals are equipped to fulfill their social obligations. The political community at the local, national and international level is obliged to protect and nurture the family.

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- The authentic development of society occurs in a culture that fosters integral human development—characterized by physical, spiritual, mental, and emotional growth.

### ***WYA North America (WYANA)***

Since the beginning of WYA, the North America region has shared an office with the WYA Foundation and Headquarters. Alongside the founder, in a tiny office and workspace up in northern Manhattan, the region launched as home to the headquarters of WYA. With direct access to the United Nations as well as key contacts within Delegations and Missions to the United Nations, the region of North America plays a vital role for its members in advocating on behalf of young people around the world for human dignity, integral development, and solidarity. Currently, the focus for the region is on member engagement and developing WYANA's online presence, particularly through social media. The North America region hosts the Annual International Summer Camp as well as an annual training program entitled "Drinks and Discussion," which aims to bring in young professionals in the New York area to become familiar with readings from our WYA Certified Training Program.

### ***Internship Details***

#### **Expectations**

Interns should always strive to raise the standard of work at WYA. As WYA is an organization composed entirely of young people, a great deal of maturity and professionalism is expected from all interns. A successful intern is one who:

1. represents WYA in an accurate and professional manner
2. manages projects to successful completion
3. fulfills clerical and administrative duties
4. actively communicates with supervisor and colleagues

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It is also important that the intern feel comfortable with all aspects of WYA's values and mission, as expressed in the WYA Charter and Declarations. Marketing and design interns are responsible for conveying WYA's message to the public, so they should be able to articulate the basics of WYA's stance on abortion, assisted suicide/euthanasia, reproductive health, and other issues in a sensitive and compassionate way. More info can be found at [wya.net/declarations](http://wya.net/declarations).

### **Required Skills and Experience**

The online marketing and design intern will gain first-hand experience in producing effective communication materials through various media. The intern will report directly to the Regional Director and will help to implement WYANA's marketing plan through social media, digital design, video production, and other similar work for the North America region. Along with the other regional interns, the candidate will be required to complete the Certified Training Program (CTP) as part of the internship experience. Other projects may be assigned depending on intern interest and time.

The intern is expected to possess knowledge and relevant experience in effective visual communication and branding. Training in graphic design is not required, but proficiency working with Canva and various social media platforms (Instagram, Twitter, and Facebook) is necessary. Along with the other application requirements, marketing and design intern applicants are required to submit a portfolio of their best works.

### **Office Hours**

As this is an online internship, office hours are flexible. Full- and part-time options are available, although preference will be given to qualified full-time applicants. Part-time interns will be expected to contribute at least 12 hours per week.

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**Unpaid Internship**

Unfortunately, WYA cannot provide stipends to online interns.

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