



WYA NORTH AMERICA ONLINE SOCIAL MEDIA INTERNSHIP

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 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.

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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 in chapter growth through high school and university campuses and membership development. 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

Required Skills and Experience

The social media intern will gain first-hand experience in producing effective social media and marketing materials and campaigns that support WYA's work. The intern will report directly to the Regional Director and will be responsible for 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 if he or she has not already done so. Interns who have already completed the CTP may complete the Advocacy Academy as part of their internship. 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 basic 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 work.

Office Hours

As this is an online internship, office hours are flexible. This is considered a part-time internship, and ideally, the interns who can contribute at least 12 hours per week will be prioritized in the application process. However, we are open to negotiating reduced hours if necessary for the intern's academic schedule.

Unpaid Internship

Unfortunately, WYA cannot provide payment to online interns. However, we do provide a small stipend, provided the funding is available in a given year.