

Internship Positions: 2011

THE BUTTERFLY PROJECT- Communications Intern (Part-Time)

Duration: 1 year

About The Butterfly Project: <http://www.theypfoundation.org/programmes/the-butterfly-project/>

The Butterfly Project is the film and literature programme of The YP Foundation founded in 2006 and works to promote human rights by enabling technical training and platforms for young people to work in communities with their peers. The project features:

- **The Bridge:** An independent magazine series run by young people, featuring the voices of young people from across the globe working with human rights issues that they are personally committed to. The Bridge is edited, designed, produced and funded by young people. Six editions have been released since 2004.
- **The Film Series:** An annual film festival that encourages amateur and professional filmmakers to share short films on social issues. Last year, over 500 people attended the film festival over 2 days where 12 movies were screened from all over the country.
- **Digital Storytelling:** With support from the Global Fund for Children, Adobe Youth Voices and the Center for Digital Media and Storytelling, The Butterfly Project trains young people to create and share their own digital media stories. In 2010-2011, the project expands its Digital Storytelling programme through the Adobe Youth Voices programme. The project aims to provide a forum where young people and urban street children can address issues of identity, human rights, child rights and discrimination through film.

Essential Criteria	<ul style="list-style-type: none"> • High level of proficiency in using social media sites (Facebook, Twitter, Flickr, etc) and blogging sites (Tumblr, Word Press etc) • Proficient in the following softwares: Sony vegas, Final Cut Pro, Microsoft Excel • Comfortable communicating Hindi and English • Should be based in Delhi, and be able to visit the location and work from TYPF's office at least once a week
Desirable Criteria	<ul style="list-style-type: none"> • Ability to take interviews/ videos/ photographs of the children, the community and the volunteers working on location

Job Specifications:

1. Research and Training

- Researching and developing the institutional policy on copyright, ownership and distribution of data produced and released by the organization.
- Ensuring all staff members and volunteers are trained on the above.

2. Communication and Updates to Access Professionals and Donors

- Ensuring all contact details of all staff members, volunteers, alumni, community stakeholders, partners and access professionals and donors and funders are updated and maintained in the organizational database.

3. Online Communication

- Reviewing, revising and executing the online communication strategy on a quarterly basis to ensure that the relevant information/message/data about projects is communicated to the relevant target audience using creative mediums like video, audio, blogs, photographs.
- Reviewing traffic on official pages and developing strategies to increase outreach
- Working on the dissemination on films produced by the children, under the Adobe programme.

5. Video, Photo Documentation and Editing

- Documentation of all training, workshops, internal events and relevant external events of the programme.
- Maintaining and updating TYPF's archive with all videos and photographs from BP's events, project trainings and external events.
- Checking the quality of photographs and video documentation and developing a communication plan for the utilization for the same.
- Editing the video footage gathered by the programme.

SILHOUETTE: Communications Intern (Part-Time)

Duration: 6 months – 1 year

About Silhouette: <http://www.theypfoundation.org/programmes/silhouette/>

Silhouette was established in January 2005 as a programme division of The YP Foundation with the aim of supporting young people's work in the performing and visual arts.

In 2010 – 2013, Silhouette's focus is primarily on promoting knowledge and building capacity amongst young artists to **promote, protect and produce Independent Music**.

The Open House Series is an interactive, multi year workshop series for interested, upcoming and established young artistes that explore information, ideas and models that protect promote and publish Independent Music in India.

Essential Criteria	<ul style="list-style-type: none"> • High level of proficiency in using Social media networks (such as Facebook and Twitter) and Blogging platforms (such as Blogspot and Word Press) • Comfortable communicating in Hindi and English • Editing and software skills in Final Cut Pro and Sony Vegas • A keen interest in working for the development of Independent Music
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Job Specifications:

Online brand building and marketing:

1. Identification of potential project partnerships and collaborations with other individuals, websites/blogs and organization working in the field.
2. Maintaining relations/communications with access and other organizations working with the arts.
3. Expanding the audience outreach of the programme through existing online social networks as well as finding new avenues to push content generated through the project.

Research and developing an online archive:

1. Working to scale the quality of information and resources on The Open House Series website –including basic copy editing capabilities, basic editing, converting content into different formats, making content more web and reader friendly
2. Presenting the information (Podcasts, videos and written material) in a way that is engaging and interactive
3. Constantly updating the blog with new data from the programme. Additionally, when project generated content is not available, finding relevant information to maintain activity which helps in keeping readers engaged
4. Monitoring views on the blog, and using google analytics and other tools that measure readership as well as track locations from where views are coming from.
5. Developing an online PR plan, linking the Open House Series website to relevant websites/blogs working with similar aims, and getting coverage for the programme through individual bloggers and websites.
6. Assisting the project coordinator with structuring monthly newsletters to circulate
7. Maintaining and updating the programme database, including contacts of individual musicians, educational institutions, media/press personnel, venues and organisations.

BLENDING SPECTRUM- Communications Intern (Part-Time)

Duration: 6 months - 1 year

About Blending Spectrum: <http://www.theypfoundation.org/programmes/blending-spectrum/>

Blending Spectrum is a community programme that engages young people as peer educators to work with urban street and slum children in Delhi to promote child rights and learning opportunities as part of the same. The programme is designed to increase children's knowledge of primary health and hygiene education, supporting their transition into formal education and developing Life Skills that are complementary to the same. Using a range of interactive learning exercises, arts and sports, the project through a Life Skills Education curriculum helps develop children's critical thinking; inter-personal and comprehension skills, strengthening their abilities to negotiate challenges in their daily lives.

Blending Spectrum works in two locations across the NCR, with a community living in the *Nizamuddin Basti* and at the *Ummeed Home for Boys* with 155 children between the ages of 4 to 18 years, on a peer to peer based education model with 30 young people who are trained as peer educators through the year.

Essential Criteria	<ul style="list-style-type: none"> • High level of proficiency using social media sites (Facebook, Twitter, Flickr, etc) and blogging sites (Tumblr, Word Press etc) • Proficient in the following softwares: Sony Vegas, Final Cut Pro, Microsoft Excel • Ability to work with children directly • Proficient in communicating in Hindi and English • Should be based in Delhi, and be able to visit the location and work from TYPF's office at least of once a week
Desirable Criteria	<ul style="list-style-type: none"> • Interest in carrying out research on various forums/websites/blogs/networks on child rights and participation, education and health • Ability to take interviews/ videos/ photographs of the children, the community and the volunteers working on location

Job Specifications

Documentation on Location:

- Securing prior permission for documentation on location.
- Video/Photo documentation on location with the children and community members for all external activities and relevant internal workshops.
- Working with the Programme coordinator on shooting on location

Editing

- Ensuring all footage gathered is transferred and labeled on the relevant computer in TYPF and is also stored in a hard disk as back up.
- Editing all video and photo footage from location visits, trainings and team meetings for communications.

Online Communications

- Uploading the edited footage on relevant social media accounts/ blogs and websites
- Expanding the audience outreach of the programme through existing online social networks as well as finding new avenues to push content generated through the project.
- Monitoring views on the Blog, and using Google analytics and other tools that measure readership as well as track locations from where views are coming from.
- Sourcing relevant data from programme staff and volunteers needed for online communications
- Maintaining and updating the programme database, including contacts of access professionals, grant makers, educational institutions, media/press personnel, venues and organisations.

Research:

- Researching on various forums/websites/blogs/networks on child rights and participation, education and health as part of Blending Spectrum's action research plan.
- Working with the programme coordinator in tying in the data collected and edited to the Monitoring and Evaluation systems and the policy/ advocacy work being done by the programme.
- Presenting the information (Podcasts, videos and written material)in a way that is engaging and interactive

Partner and Donor Updates

- Assisting the project coordinator with structuring monthly newsletters, donor reports, partner and donor updates and thank-you letters.

Know Your Body Know Your Rights – Communications Intern (Part – time)

Duration: 6 Months - 1 year

About KYBKRY: <http://www.theypfoundation.org/programmes/know-your-body-know-your-rights/>

Know Your Body, Know Your Rights' (KYBKRY) is a programme that addresses young people's need for Comprehensive Sexuality Education (CSE) and their increasing lack of access to information regarding their health and rights. The programme trains young people as peer educators to address issues of Sexuality, Gender, Health, Rights and HIV/AIDS through peer-to-peer workshops and programmes in their own communities.

- The programme comprises of an NCR Peer Education Programme that trains over 500 young people annually from across the NCR on Gender, Sexuality, Health and Rights, as well as conducts peer-to-peer workshops in communities.
- A National Capacity Building Training of Trainers (ToT) Programme, that trains 30 young trainers and peer educators a year, who are implementing CSE or Youth Friendly Health Services related work across 8 states in India.
- The project has reached out to over 1,500 young people across 5 states in India through its workshops and has also expanded nationally, to host The Project 19 Annual Festival (with the Center for Human Progress) that has brought together over 600 marginalized rural and urban youth together in Delhi to lobby and articulate their collective rights to their sexual reproductive rights and health.
- The Know Your Body, Know Your Rights – National Online Campaign for Comprehensive Sexuality Education, one of India's first youth led campaigns launched in 2010 with support from UNESCO, the MacArthur Foundation and CREA. The campaign enables young people to articulate and address their need for and ability to access Comprehensive Sexuality Education in India. The aim of the campaign is to address the lack of young people's response to and garner feedback from young people across India, on the latest draft of the Adolescence Education Programme (AEP), released by NCERT, UNFPA and UNESCO in 2010.

Essential Criteria	<ul style="list-style-type: none"> • Knowledge of social media sites (Facebook, Twitter, Flickr, etc) and blogging sites (Tumblr, Word Press, etc) • Have the know the following software: Sony vegas, Final Cut Pro • Proficient in communicating in Hindi and English • Should be based in Delhi, and be able to attend Peer Education workshops and work from TYPF's office at least once a week
Desirable Criteria	<ul style="list-style-type: none"> • Interest in working on issues of young people's sexual and reproductive health and rights

Job Specifications

Documentation:

- Securing prior permission for documentation for workshops.
- Video/Photo documentation of workshops and training sessions.

Editing

- Ensuring all footage gathered is transferred and labeled on the relevant computer in TYPF and is also stored in a hard disk as back up.

- Editing all video and photo footage from location visits, trainings and team meetings for communications.

Online Communications

- Uploading the edited footage on relevant social media accounts/ blogs and websites
- Expanding the audience outreach of the programme through existing online social networks as well as finding new avenues to push content generated through the project.
- Monitoring views on the Blog, and using Google analytics and other tools that measure readership as well as track locations from where views are coming from.
- Sourcing relevant data from programme staff and volunteers needed for online communications
- Maintaining and updating the programme database, including contacts of access professionals, grant makers, educational institutions, media/press personnel, venues and organisations.

Research:

- Working with the programme coordinator in tying in the data collected and edited to the Monitoring and Evaluation systems and the policy/ advocacy work being done by the programme.
- Presenting the information (Podcasts, videos and written material) in a way that is engaging and interactive manner.

Partner and Donor Updates

- Assisting the project coordinator with structuring monthly newsletters, donor reports, partner and donor updates and thank you letters.