



Communication and Social Media Fellowship (Remote)

Why We Exist

Good intentions alone are not enough. If they were, the world would be fixed by now. The case to reassess the global development realm and social impact work is not new. But, few talk about why we often get it so wrong in the first place. The history we (don't) learn, the (problematic) language we hear, and the (single-narrative) media around us all play a fundamental role in how we perceive reality, norms and 'other'-ness. That's where we come in.

What We Do

LensShift is a space that facilitates learning, critical reflection and discourse on social change. Rather than replicating the compelling work of others, we bring together their wisdom to push beyond the status quo. We don't claim to have all the answers. Instead, we hope to provide enough information to get everyone in the habit of asking more questions. Our platform stitches together a growing Library of LensShift-summarized existing resources (articles, videos, podcasts, infographics, games, etc.) that are otherwise scattered across the web to create a more cohesive narrative. Additionally, resource Streams and Practical Guides we're developing unpack critical topics fundamental to social impact and help apply these learnings. We're just getting started and would love your help.

Who You Are

- You enjoy writing in the context of communication work
- You have experience in the field of social media: active on social media with minimum following/friends/likes of 500 on Facebook, Instagram, Twitter or LinkedIn
- You ideally have experience on creating and implementing social media campaigns
- You want to learn more about the social impact/development space and want to contribute responsibly
- Though the current state of the world can feel overwhelming at times, you passionately believe that change is possible

What You'll Do (6 month initial commitment, voluntary basis)

- Build up and implement a strategic communication plan for LensShift's Facebook, Twitter and Instagram accounts to gather at least 1000 followers within its first three months of roll out
- Be responsible for LensShift's social media accounts, ensure regular posts/tweets
- Lead the drafting, design and distribution of our monthly newsletter
- Map out possible interaction with the social media accounts of partners, change-makers, related organizations and other compelling content creators
- Draft communication principles that can be used as a standard across the organization
- Help get the word out about LensShift
- Explore additional social media tools which will help promote and spread the word about LensShift

How To Apply

Send us an email (info@lensshift.org) with the following by **July 27**:

- What you think about [this short video](#) (~4min) in a paragraph along with how you'd share it on social media
- Your CV/resume
- What speaks to you about the [LensShift Manifesto](#) and why you're keen to help us out

We'll respond to each person who takes the time to apply.

SEND YOUR APPLICATION TO



info@lensshift.org

LEARN MORE ON



lensshift.org

FOLLOW US ON



[@lensshift_org](https://twitter.com/lensshift_org)



[@lensshift](https://www.facebook.com/lensshift)