Access Challenge: One by One: Target 2030 Campaign Digital Design & Development Internship

Areas of Focus: African Health Policy, Behavioral Change, Social Justice, Climate Action, Gender Equity

Job Function: Graphic Design & Communications

The Access Challenge is a New York-based organization committed to Universal Health Access across Africa. We partner with political and cultural leaders to build African-centered mass-media campaigns and strategic advocacy programs to change health policy. We seek to influence policy to enable a world where the next generation of global citizens, our children, have equal access to the opportunities and services they need to thrive. This access will be universal and will not be dictated by where a child is born, or their economic status. Our dedicated team works strategically alongside leaders and influencers at the country, continental, and international level. By leveraging the power of the media to reach millions with life saving messages, we inspire multi-sectoral action in the fight to reduce child mortality, secure a healthy environment, cultivate global development partnerships, and unlock resources in the public and private sectors. We strive to encourage a culture of collaboration and cooperation within the public health sector.

Graphic Design Intern:

We seek a student pursuing graphic design, multimedia, digital communications, or advertising to help design branded materials to reach an African and global health audience for both the organization and our campaign, One By One: Target 2030. The One by One: Target 2030 campaign operates on three levels: global convenings (UNGA, COP, AU Summits, Regional Meetings), political advocacy, and mass media behavior change campaigns in Africa. This individual would support the Communications Manager and CEO in creating several different types of external content for an international and various national communities. This includes maintaining and cultivating a brand identity online, through the website and on digital media channels for various audiences across the global health, health policy, and African communities. This individual should be eager to think outside of the box to leverage the position as an NYC-based organization reaching both the international global health community, as well as African leaders and community health workers in order to create change in universal health coverage perception and policy.

What are the benefits of the Access Challenge Internship Program?

- An opportunity to work day to day with nonprofit/ non-governmental organization campaign staff who are passionate about engaging actors from across the climate and health sectors to advance an inclusive Universal Health Coverage agenda in Africa.
- Receive first hand experience developing digital materials for a burgeoning international health policy campaign.
- Strengthen your understanding of African politics, and behavioral change messaging through mass media platforms and partner/sponsor outreach. Build skills in story-telling across multiple types of platforms.
- Intern closely with staff and be exposed to the process of implementing project pipelines and coordinating with multiple teams across the organization and with partner organizations such as Women in Global Health, the Rockefeller Foundation, the Africa CDC, the WHO, and more.

About One by One: Target 2030 Communications Team:

The Communications team helps facilitate outgoing messages to leaders in the global health and climate sectors, prospective sponsors, and NGO partners about One by One activities. Our team also designs social media digital content for the campaign and mass media operations in Africa. They facilitate necessary research in order to promote the UHC agenda, elevate and amplify stories of everyday African innovators and health leaders, and provide support to our team members on the continent.
Interns will be expected to assist the Communications work through:

- Designing outreach and event materials
- Designing digital content using tools such as Canva and Adobe Indesign and Illustrator,
- Creating social media toolkits and templates
- Designing slide decks and concept notes for partners, sponsors, and board members
- Website development and maintenance, using WIX.

Current/Past One By One: Target 2030 Projects

- Target COVID-19 Mass Media Campaign
- UN General Assembly Sideline Conference Toolkit
- East Africa's Got Talent (Simon Cowell Franchise) Partnership

Who are we looking for?

- Students majoring in graphic design, communications, advertising, digital communications, or other relevant coursework; however, non-students are also encouraged to apply.
- Students looking to build their graphic design portfolios with a variety of professional materials.
- Hardworking, motivated, passionate people interested in gaining experience and involvement in design for nonprofits and health campaigns.
- Applicants should be passionate about storytelling, well-organized, detail-oriented, self-motivated, reliable, creative, and enthusiastic.
- Applicants should be visually and aesthetically oriented towards different audiences across cultures.
- Experience and familiarity with digital advocacy and/or major social media platforms is preferred.
- Proficiency in Social Media Platforms (Twitter, Facebook, Instagram), Microsoft Office, Dropbox and/or Google Drive, and Skype required
- Proficiency in Indesign, Photoshop, Adobe Illustrator, Canva, and Wix

Duration:  late August/early September - mid December (flexible), 15 hr/week minimum

Compensation: This internship is unpaid. Our team will work with your university to award you credit for your experience.

Learn more about Access Challenge at accesschallenge.org and the One By One Campaign onebyone2030.org.

Application Requirements

If interested, please send the following documents to sarah.searfoss@accesschallenge.org

- Cover Letter
- Resume