

New Sight Position Summary



Position:	Media & Communication Intern
Location:	Remote with an optional unique and exciting opportunity to work in the Republic of Congo
Reports to:	Marketing Supervisor
Remuneration:	Pending on location: to be discussed
Hours and Term:	Part-time / Full-time, Term of 6 months+, renewable with possibility of progression.
Start Date:	Immediate but will wait for the right candidate
Website:	www.newsightcongo.com

Position Purpose:

We are a fast-growing mission-driven charity dedicated to looking for a young, dynamic, and passionate individual to help us develop and grow our social media presence, media outreach, and communications strategy. This role is perfect for a fresh graduate eager to gain hands-on experience while learning directly from seasoned marketing and communication professionals. You will be given strategic direction from a seasoned digital marketing expert who has worked for and advised some of the largest brands across the world like Coke, Mercedes-Benz, Shangri-la, Adidas, PwC and many others.

Background - About New Sight:

Four in five blind people in this world are needlessly blind. They are needlessly blind because we can do something to either prevent or treat their blindness. When sight is restored, lives are transformed – for patients, families, and even the whole community. New Sight is a charity registered in the UK and in HK. Following the successful establishment of our first non-profit eye centre in Impfondo in the Republic of Congo, at the invitation and with the support of local authorities, we have built phase one of a new comprehensive teaching eye hospital in Ouessou on a 6-hectare land. We are in the position now to extend our services beyond ophthalmology. This strategic location enables us to reach out to the whole of Congo and neighbouring countries. We are looking for like-minded people passionate about giving the priceless gift of sight and health.

Position Responsibilities:

The main tasks will involve

- **Social Media Management** – Create, schedule, and manage content for platforms like Instagram, Facebook, LinkedIn, YouTube and TikTok.
- **Content Creation and Management** – Write engaging posts, design eye-catching graphics, and organise and assist with photography and videography.
- **Community Engagement** – Build meaningful relationships with our audience by responding to comments, messages, and fostering engagement.

There will also be opportunities for

- **Campaign Development** – Support the planning and execution of social media and digital marketing campaigns.
- **Media Outreach** – Assist in writing press releases, media pitches, and building relationships with journalists.
- **Newsletter, Communication pieces, Website & Blog Updates** – Help create and edit written content and informatics to keep our website and communication pieces such as brochures and one-pagers fresh and engaging.
- **Analytics & Reporting** – Track performance metrics, analyse engagement, and optimise strategy based on data.
- **Event Promotion** – Support communications for fundraising events, awareness campaigns, and community activities.
- **Brand Voice Development** – Help refine and maintain a consistent brand voice across all channels.

Qualifications and Requirements:

- A **passion** for storytelling, social media, and making an impact through digital communication.
- A degree (or relevant experience) in **Marketing, Communications, Journalism, Digital Media, or a related field**.
- **Strong writing skills** – ability to craft compelling messages in different tones and formats.
- Creativity in **design, video editing, and visual storytelling** (experience with Canva, Adobe, or similar tools is a plus).
- Familiarity with **social media trends, engagement strategies, and best practices**.
- **Self-starter attitude** – someone who is proactive and excited to take initiative.
- Strong **organisational skills** with an eye for detail.
- Ability to **collaborate** with teams and work independently.
- Enthusiasm for the **mission and values** of our charity.

If you are eager to gain,

- An incredible opportunity to learn **first-hand from a seasoned marketing professional**, to gain **valuable experience**, contribute to a cause you care about, and develop your skills in social media and communications
- A once in a lifetime adventure to live and explore the Republic of Congo (optional)
- A meaningful role where your creativity directly impacts our charity's visibility, outreach and sustainability.
- Hands-on experience with **real-world campaigns and audience engagement**.
- A chance to **make a real difference** through digital storytelling and be part of a passionate and dynamic team,

we'd love to hear from you!

How to Apply:

Please send a resume and thoughtful cover letter, explaining why you'd be a great fit for this role and stating how you heard about this opportunity, to Annabel Targett: annabel@newsightcongo.com. Please include your name and the position title, Media & Communication Intern, in the email subject line. Bonus points if you share examples of past social media work or creative projects!

New Sight is an equal opportunity employer that values diversity of all kinds and encourages candidates from all backgrounds to apply for this exciting new opportunity.