**TERMS OF REFERENCE**

*Communications and Advocacy Intern*

## 1. Background

The Green Belt Movement (GBM) is a grassroots-based non-governmental organisation that promotes environmental conservation, builds climate resilience and empowers communities, especially women, to foster democratic spaces and sustainable livelihoods. GBM's work spans tree planting and forest restoration, civic and environmental education, advocacy for the protection of public forests and green spaces and policy engagement at the community, national and international levels.

GBM's Communications and Advocacy function leads the organisation's public messaging, digital engagement, media relations, campaign and coalition work, including current initiatives such as coalition-led campaigns to protect Nairobi's urban forests and green spaces and the convening of Community Forest Associations under joint forums. The Communications and Advocacy Intern will support this function directly, gaining hands-on exposure to environmental communications and advocacy practice.

## 2. Purpose of the Internship

The purpose of this internship is to provide practical, on-the-job learning in communications and advocacy while supporting GBM's content creation, digital engagement, documentation and advocacy activities. The Intern will work closely with the Communications and Advocacy Officer and the wider Advocacy team, contributing to GBM's messaging while developing professional skills in environmental communications, campaign support and policy engagement.

## 3. Assignment Details

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| **Position Title** | Communications and Advocacy Intern |
| **Organisation** | The Green Belt Movement (GBM) |
| **Duty Station** | GBM Kilimani Headquarters, Nairobi |
| **Reporting To** | Communications and Advocacy Officer |
| **Type of Engagement** | Internship (Full-Time) |
| **Duration** | Three (3) months, with possible extension based on performance and organisational needs |

## 4. Key Roles and Responsibilities

### *4.1 Communications Support*

- Assist in creating content for GBM's digital platforms, including social media, website, newsletters and email campaigns.
- Support drafting and editing of communications materials such as press releases, briefs, stories of impact, event summaries and reports.
- Support visual content creation (graphics, captions, short videos) aligned with GBM branding and messaging.

- Assist in updating the GBM website and digital platforms with approved content.
- Support media monitoring and compilation of media coverage related to GBM and environmental issues.

### *4.2 Advocacy and Policy Support*

- Support the documentation of advocacy initiatives, campaigns, policy engagements and community actions.
- Assist in research on environmental, climate, forestry and governance issues relevant to GBM's advocacy priorities.
- Support the development of advocacy messages, talking points and campaign materials.
- Assist in tracking policy developments and stakeholder engagements at local, national and international levels.
- Support coordination of advocacy events, forums and campaigns, both online and offline.

### *4.3 Content Documentation and Knowledge Management*

- Support documentation of GBM activities through reports, photos, videos and case studies.
- Assist in compiling success stories, community voices and lessons learned from projects and campaigns.
- Support archiving and organisation of communications and advocacy materials for institutional memory.

### *4.4 Digital Engagement and Social Media*

- Support daily management of GBM social media platforms, including drafting posts and scheduling content.
- Assist in monitoring audience engagement, trends and conversations related to GBM's work.
- Support live coverage of events, campaigns and advocacy actions.
- Assist in generating basic analytics reports on social media and digital campaigns.

### *4.5 Events and Campaigns Support*

- Assist in planning and execution of events such as tree planting activities, forums, launches, webinars and advocacy campaigns.
- Support preparation of event communication materials, including invitations, programmes, talking points and post-event summaries.
- Assist with on-ground documentation and coordination during events.

### *4.6 Administrative and Team Support*

- Provide general administrative support to the Communications and Advocacy team as required.

- Support coordination with partners, community groups and stakeholders on communication-related activities.
- Participate in team meetings, planning sessions and learning activities.

**5. Deliverables**

Over the course of the three-month internship, the Intern is expected to contribute to the following outputs:

- Regular content contributions for GBM's social media and digital platforms.
- Drafts of communications materials (press releases, briefs, stories of impact) as assigned.
- Documentation packages (photos, summaries, case studies) for assigned events and campaigns.
- Periodic media monitoring and basic social media analytics summaries.
- A short end-of-internship report summarising key contributions and learning.

**6. Required Qualifications and Competencies**

- A degree in Communications, Journalism, Public Relations, Environmental Studies or a related field.
- Strong written and verbal communication skills in English; Kiswahili is an advantage.
- Familiarity with social media platforms and basic digital content tools.
- Interest in environmental conservation, climate justice and advocacy work.
- Good research, organizational and documentation skills.
- Ability to work collaboratively within a team and engage respectfully with community members and partners.
- Basic photography, videography or graphic design skills are an added advantage.

**7. Supervision and Reporting**

The Intern will report to and work under the direct supervision of the Communications and Advocacy Officer. Day-to-day tasks will be assigned and reviewed by the supervisor and the Intern will participate in relevant team meetings and planning sessions. Regular check-ins will be held to review progress, provide feedback, and adjust priorities as needed.

**8. Duration and Review**

This internship is for a period of three (3) months from the start date specified in the internship agreement, with the possibility of extension based on performance, availability of funds and at the sole discretion of GBM. This Terms of Reference may be reviewed and updated by mutual agreement between the Intern and the Communications and Advocacy Officer to reflect evolving 3rganizational priorities.

**How to Apply:**

To apply for this position, please send your **cover letter and CV as one document** outlining your suitability to **jobs@greenbeltmovement.org** by **COB, 5.00 PM EAT, 5th August 2026 with the subject line: Communications and Advocacy Intern**. Do not include copies of your certificates. Note that only shortlisted candidates will be contacted.

**Equal Opportunity Employer**

The Green Belt Movement is committed to diversity and equal opportunity in employment. We welcome applications from all qualified candidates, regardless of race, ethnicity, gender, age, religion or disability.