



Vacancy

CONTENT INTERNSHIP POSITION (F/M/X)

The International Paralympic Committee (IPC) offers a full-time **Brand and Communications Internship Position (f/m/x)** in an international and multicultural team at the IPC Headquarters in Bonn, Germany, starting 15 October/1 November 2022.

ABOUT THE IPC

At the IPC, we work as one team, aligned and focused on fulfilling our vision and mission.

The IPC's vision is for an inclusive world through Para sport. We believe that **Change Starts With Sport**, and that the work of the Paralympic Movement is a catalyst for driving social inclusion and advancing the UN Convention on the Rights of Persons with Disabilities and the UN's 17 Sustainable Development Goals.

The IPC seeks to use the influential global position of the Paralympic Movement and the growing profile of Para athletes to challenge the stigma attached to disability and empower social transformation.

The IPC is the global governing body of the Paralympic Movement. We oversee the delivery of the Paralympic Games and Paralympic Winter Games and serve as International Federation for six Para sports. We enjoy a positive working relationship with the IPC Governing Board, members of which are democratically elected every four years by the IPC General Assembly.

The IPC is a purpose-driven non-profit association. Our mission is to lead the Paralympic Movement, oversee the delivery of the Paralympic Games and support members to enable Para athletes to achieve sporting excellence. Since 1989, we have been creating change through sport with the Paralympic Games and Paralympic athletes at our core.

ROLE

The **Brand and Communications Intern** will be supporting the Editorial Content Manager in the area of search engine optimisation.

INTERNATIONAL PARALYMPIC COMMITTEE

Adenauerallee 212-214, 53113 Bonn, Germany / paralympic.org
CommunicationJobs@paralympic.org / Tel: +49 228 2097-200 / Fax: +49 228 2097-209

CORE RESPONSIBILITIES

- Assist in optimising the Paralympic.org and PARA SPORT websites to improve the quality and quantity of traffic generated from search engines
- Support in communicating with the different IPC departments to align their website pages in terms of style and searchability
- Contribute to creative discussions on how to optimise the organisation's Internet marketing strategy together with members of the IPC staff and external consultants
- Assist in making the Paralympic.org and PARA SPORT websites more accessible for people with disabilities, including people with vision impairments
- Support with content creation for SEO, such as the writing of meta descriptions and fixed text
- Assist the communications team in determining which ad campaigns are optimal to drive traffic to the two websites
- Provide administrative and logistical support to the team

CORE REQUIREMENTS

- Currently enrolled in a university degree or equivalent qualification in journalism, communications, IT, sports management, or a relevant field
- Passion for the IPC's vision, mission and values
- Excellent verbal and written command of English; additional languages are an asset, especially Spanish
- Interest experiencing an intercultural environment
- Good interpersonal and communication skills
- Open, creative and innovative mindset
- The internship must be a mandatory part of one's studies

DESIRED REQUIREMENTS

- Ability to suggest and produce a range of editorial content in English
- Knowledge of website management, website analytics and digital media

Do you want to [apply](#)?

If you are interested and provide a good match with our requirements, please send your CV and cover letter in English and in pdf to CommunicationJobs@paralympic.org.

For this position, we will review applications and interview candidates on a rolling basis.

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The IPC is an equal opportunity employer, and we especially encourage individuals with a disability and members of minority groups to apply. For further information on the IPC, please contact us or visit our website under www.paralympic.org.

We look forward to your application!

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