

## JOB DESCRIPTION

### COMMUNICATION COORDINATOR INTERN

#### The Program – Shanghai Young Bakers

**Shanghai Young Bakers (SYB) is a charity program which provides freetraining in French bakery and pastry to marginalised Chinese youth aged 17 to 23, enabling them to find qualified jobs and lead independent lives after graduation.**

SYB empowers disadvantaged young adults who had to drop out of school because of their family situation (parents' death, sickness, disability or imprisonment) and are excluded from stable employment.

Thanks to the generosity of our sponsors and donors, **SYB students follow a one-year training** where they learn valuable skills such as French bakery and pastry, Chinese bakery, life skills and English, combined with practical internships at 5-star hotels. Thanks to the high demand of qualified bakers on the Chinese market, 30 students each year start a new life as bakers or pastry chefs and are able to support themselves and their families.

The charity program was founded in 2008. **In 2011, we created a social enterprise** that offers a wide range of services to support the program, such as baking classes and workshops, teambuilding activities, catering services and technical consulting, and which allows individuals and companies to contribute to the success and sustainability of the program.

SYB is managed by a small but dynamic multicultural team, and operates under the governance of Chi Heng Foundation.



Website: [www.shanghaiyoungbakers.com](http://www.shanghaiyoungbakers.com).

Weibo: [weibo.com/shanghaiyoungbakers](http://weibo.com/shanghaiyoungbakers)

Facebook:

[www.facebook.com/shyoungbakers](http://www.facebook.com/shyoungbakers)

Weixin: ShanghaiYoungBakers 海上青焙坊



## POSITION – COMMUNICATION COORDINATOR INTERN

Shanghai Young Bakers strives to raise awareness about its actions, engage supporters and volunteers, promote its brand and give recognition to its partners, through a professional and pro-active communication strategy.

The Communication Coordinator is **in charge of designing and implementing SYB's overall external communication strategy**, under the guidance of the SYB executive Director and with the support of all team and other SYB volunteers and staff.

Time commitment: **at least 4 days per week, for at least 6 months.**

### Main responsibilities:

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- Promote Shanghai Young Bakers' work and activities to the general public
- Collect/write articles and update social media and all online communication on a regular basis: SYB website, social networks Weixin, Weibo, Facebook, LinkedIn
- Act as Chief Editor for the SYB monthly newsletter
- Update SYB website content when necessary
- Be responsible for all promotional material & products (brochures, kakemonos, photos, videos...), mostly to the benefit of the Social Enterprise activities (public classes announcement, catering seasonings, CSR Events)
- Translate articles and posts from English to Chinese, and/or ask support from volunteers
- Handle, with the help of SYB team, all media requests and coordinate/ follow up with journalists
- Support organization of various SYB events, and help raise awareness about SYB actions.

### Position requirements:

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- Enthusiasm to work in a growing international non-profit organization, interest in social issues and learning more about NGO operations in a Chinese environment
- Keen to gain experience in Communication, Journalism, PR
- Native level in Chinese, fluent in English.
- Candidates eager to learn French or to improve their knowledge of French language and French culture are warmly encouraged to apply.
- Good communication and interpersonal skills
- Strong organizational skills, detail-oriented
- Enjoy working both within a team and independently
- Technical knowledge and experience in design and/or in maintaining a website are not essential but would be appreciated (PS/AI/IN DESIGN)

## Internship conditions:

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- Report to Program Director (closely working with Social Enterprise Director)
- Work closely with French & Chinese staff as well as volunteers from different nationalities and backgrounds
- Location:
  - Office work: Chi Heng Foundation Shanghai office (Jing'An - West Nanjing Road subway station)
  - Outside events at SYB Baking Centre (普陀区绥德路) or other locations
- Transportation and phone reimbursement allowance. As a charity project with limited resources, SYB is unfortunately unable to provide further financial compensation.

## Contact Us

Please send your application to [hr@shanghaiyoungbakers.com](mailto:hr@shanghaiyoungbakers.com). In your email, let us know why this position appeals to you, what kind of relevant experience you have, when you would be available to work with us, and include a CV. Thank you!

