

# Blogging Internship

Last edited 27th September 2018



## Summary

- Vijana FM is an online media platform for and by young East Africans.
- The internship program encourages *research* and *content production* on one theme.
- Program runs on a 3-month or 12-week basis.
- Interns required to produce at least 12 media pieces in this time (text, audio or visual).
- Interns will receive a reference letter and training on writing and editing for blogs.

## Introduction

[Vijana FM](#) is an online media platform built on WordPress, *for* young people and *by* young people in East Africa. The platform was launched in 2009 as an informal blog, and has since hosted content from over 30 authors and producers globally.

We are currently looking to grow our content reach and engagement in the Eastern African region. Our vision is to be a center of knowledge by and for young people that can compliment formal education systems and start-up ventures.

Vijana FM holds an award for Digital Excellence from Vodacom in 2012, and a Tanzanian online content license from TCRA in May 2018 to our holding company, [Lateral Labs](#).

Our editorial themes are: Education, Entrepreneurship, People, Culture, Political Economy and Resources. Read more about these themes on [www.vijana.fm](http://www.vijana.fm).

## Internship details

The Vijana FM platform has been built with volunteer contributions in mind.

The internship will serve 5 main functions:

1. Writing, producing or recording content on one specific editorial theme.
2. Keeping track of new knowledge on theme area for the duration of the internship.
3. Engaging readers and viewers in post-script commentary.
4. Discussing the “big picture” at least once a week with other Interns.
5. Explore areas of blogging skills improvement with Vijana FM editor.

## **Benefits**

- Credibility: Your content is available for public viewing on a 9-year old reputed blog, alongside other articles on education and entrepreneurship in the region.
- Training: You will be assisted in accessing the platform and publishing your content. Vijana FM runs on WordPress, a global open-source blogging platform.
- Media pass: Depending on permissions, Vijana FM sometimes gets access as a media platform to different conferences, events and launches, which can be extended to you.
- Reference: You will receive a letter of reference from the Vijana FM editor, and Vijana FM will be able to correspond with future employers about your contributions.
- Networking: Vijana FM will create a directory of previous content authors to facilitate career networking.

## **Reporting functions**

- Theme selection: On internship appointment (by Intern - Editor).
- Writing/production/recording: Direct on Vijana FM platform (by Intern).
- Engagement with readers/views: Direct on Vijana FM platform (by Intern).
- Discussion: Minimum once/week with other interns. Minimum once/month with editor (by Intern - Team - Editor)
- Draft reviews of content + publication scheduling: Once per month (by Editor).
- Exact deadlines: To be confirmed with editor upon appointment (by Intern - Editor).

## **The right candidate...**

- Is below the age of 30 or interested in learning platforms that engage youth.
- Speaks both native language and English.
- Has immaculate written English skills, including grammar.
- Cares deeply about the social, economic and political development of young people in East Africa and is aware of events and people that make up the current context.
- Has vested interest in the Eastern African region, eg: up-bringing, studies, family, property, business, research interests, etc.
- Has entrepreneurial interests, and has tried an idea in or out of school at least once.
- Is highly observant of contemporary media, including newspapers, radio and Digital.
- Reads tenaciously online and offline and can remember books read.
- Is generally curious about many things and looks up facts and figures regularly.
- Can hold a conversation on a single topic for more than 20 minutes with people of various ages, including younger.

## **Application guidelines**

Send 3 pieces of written work and your contact information to [jobs@lateral.co.tz](mailto:jobs@lateral.co.tz) with "Vijana FM internship" in the subject line.