



Women Educational Researchers of Kenya (WERK)

Call for applications: Membership Engagement Intern

About the internship position

Women Educational Researchers of Kenya (WERK) is on a mission to reinvigorate our community of educational changemakers (policy and practitioners) and we are seeking a passionate, creative female graduate to lead the charge; a Dynamic Membership Engagement Intern

Founded by visionary educators and researchers, WERK has been at the forefront of educational research in Kenya for over three decades. We are a professional association that transcends gender, uniting both women and men committed to advancing education through rigorous research and linking research to advocacy and action. Our impact spans from groundbreaking studies to career-launching mentorships, yet we know there is untapped potential within our membership. With 70% of our members currently inactive, we are poised for a renaissance - and that is where you come in.

The internship period will be for an initial 3 months, with a possibility of extension.

What We are Looking For

We need a dynamic force to bridge our illustrious past with an exciting future. The intern will be one among the many in the re-engineering journey. As among the first ones, you will be the catalyst that transforms WERK from a respected institution into a vibrant, engaged community of education innovators; increasing the satisfaction levels among the members; and increasing membership outputs.

You will be working to revitalize WERK's member experience through creative engagement strategies, digital innovation, and compelling storytelling. You will be preoccupied with connecting diverse generations of researchers, from emerging talents to seasoned experts, fostering a thriving ecosystem of knowledge exchange and collaboration and circling back this feedback, harvesting and sharing it for increased knowledge management.

Key Responsibilities

1) Member activation and catalysing

- Develop and implement strategies to re-engage our dormant membership
- Create personalized outreach campaigns that resonate with different member segments
- Establish a tiered engagement that addresses varied member needs across the diverse structure (Founders, Life, Full, young/mentees)

2) Digital Revitalization

- Breathe new life into our website and social media channels
- Curate and create content that members eagerly anticipate and share
- Identify, and implement innovative digital tools to enhance member interaction

3) Content Creation

- Craft compelling periodic newsletters that members look forward to opening
- Produce regular engaging member spotlights and success stories
- Develop brief, impactful video content that tells the WERK story in fresh ways

4) Event Innovation

- Infuse energy into our monthly seminar series, brown bag sessions, and networking events
- Generate, coordinate and promote a diverse calendar of member events
- Facilitate meaningful connections between members at different career stages

5) Heritage Preservation and Storytelling

- Research and document WERK's rich history
- Create engaging narratives about our founders and past chairpersons
- Develop a series of mini-documentaries showcasing WERK's impact over the years

Who We're Looking For

- A recent female graduate with a passion for education and community building
- A creative communicator who can craft messages that resonate across generations
- A self-starter with strong organizational skills and an innovative mindset
- Someone who can balance professionalism with fresh, engaging approaches
- An individual with a keen interest in research and its power to drive positive change

The Ideal Candidate

You are a natural connector, equally at ease discussing research methodologies with a professor and crafting an inspiring tweet. You respect WERK's legacy but aren't afraid to suggest bold new directions. Most importantly, you are driven by a genuine passion for education and the belief that research can transform lives.

What We Offer

- A unique opportunity to work alongside leading figures in educational research
- The chance to make a significant impact on an established organization
- A supportive environment that values fresh perspectives and innovative ideas
- Potential for growth and future opportunities within WERK
- Initial 3-month internship with possibility for extension based on performance

How to Apply

Send us your CV along with a cover letter that showcases your creativity and vision for WERK. We want to see your unique voice and ideas shine through - surprise us, inspire us, and show us how you'll transform WERK's membership engagement. Send your application to jobs@werk.co.ke or hand delivered to our office located on 1171 Argwings Kodhek Road, House no 4.

The deadline for submission of applications is COB Friday 13th September, 2024. For more information on WERK, please visit www.werk.co.ke

Join us in writing the next inspiring chapter of WERK's story. Together, let's ignite a new era of collaboration, innovation, and impact in Kenya's educational research community.