

Communications Analyst Example

Institutional Description

This consulting firm that leverages deep geographical experience and industry-specific knowledge to design, develop, and define strategies and tools that enable food and agricultural businesses to thrive in Latin America.

The firm believes:

- That global sized challenges require global sized solutions;
- That the ability to thrive in today's world will be rooted in the ability to form functional, cross border partnerships that enable knowledge and resources to flow between geographies; and
- That in no industry will it be more crucial to get this connection right than in food and agriculture.

Description of Project(s)

Development of Marketing Materials including:

- Three (3) Long form blog posts for the firm's Blog. Topics will be chosen collaboratively between Intern and Supervisor but should be focused on topics relevant to food and agriculture within Latin America with an intent to generate interest in the consultancy. Blog posts will include visual data representations that are developed in accordance with our design principles.
- One (1) Case study covering a prior client that demonstrates the firm's positive impact. The case study will be a visually attractive, one-page summary that can be used in future development work.
- Social media templates that can be used for future social media marketing

Collaboration on Business Development Tasks including:

- Identification of a target list of clients for the consultancy by reviewing relevance by geography, commodity, and other factors.
- Development of an outreach strategy targeted to individual potential clients.

Anticipated Product/Outcome

The products of these projects will be essential to the development of the consultancy. The Marketing and Business Development assets developed during the internship will be used to expand the reach of the consultancy. Products of the projects will include:

Marketing Materials:

- 3 Blog Posts
- 1 Case Study
- Templates (Quantity TBD)

Business Development:

- 1 Target List divided into 3 Tiers - High, Mid, Low Potential
- Outreach strategy targeted at High Tier clients in the target list (Quantity TBD)