

## ILFA Programmes Intern

ILFA is a UK based organisation focused on building excellence in legal services across Africa. The goal of ILFA is to enhance the quality and delivery of legal services to clients (both in and out of Africa) and to strengthen the rule of law in Africa.

To this end, ILFA operates an annual international secondment programme where lawyers practising in various African jurisdictions are selected and sponsored on a 3-month secondment at highly reputed international law firms based in London, Paris and Dubai. During the last decade ILFA has successfully seconded and trained almost 200 African lawyers from 20 jurisdictions, and in 2016, the programme was further extended through the introduction of an intra-Africa secondment programme.

Given ILFA's overall commitment to legal training and capacity building and in view of the overwhelming need in Africa for comprehensive continuous legal education, the Angaza Africa Law Training platform was created. Angaza's mission is to equip lawyers from across Africa with the tools and know-how required to deliver excellent legal services both in Africa and beyond.

## What ILFA Delivers



### Position Overview & Responsibilities:

We are currently recruiting an ambitious, energetic, dedicated and creative professional to assist with promoting, profiling and providing a strong voice for all of ILFA's programs as highlighted above. The intern will be integral to our international team and will report directly to our Executive Director and our Learning & Development Director who are based in London.

The role will appeal to candidates who are effective multi-taskers with a passion for learning and a genuine interest in building relationships with law firms based in Africa, Europe and the Middle East. The successful candidate must have strong organizational skills and be able to work under pressure and manage multiple deadlines.

The programme intern will be responsible for:

### Marketing Campaigns

- Assisting with marketing campaigns which use the full marketing mix to raise and maintain awareness of our programs
- Helping to develop campaign plans in order to strengthen existing relationships and develop new client opportunities.

- Working alongside the ILFA senior team in relation to campaign content and logistics (i.e client surveys, target client lists, visuals and aesthetics)
- Drafting and designing marketing materials (i.e event invitations, ILFA yearbook, quarterly newsletters, advertising, social media updates)
- Contacting key customer representatives to build interest in, and understanding of, the online learning product.

#### **Research and analysis and proposal writing**

- Undertaking legal, factual and market research including researching target clients, legal trends, hot sectors and markets.
- Supporting funding proposals and other client development presentations including drafting and editing text where necessary;
- Collating input and comments from sponsor firms in relation to ILFA documents and brochures,
- Updating and proof reading ILFA related marketing collateral and other awareness raising materials including Angaza videos and scripts.
- Supporting ILFA surveys including collating and analysing survey results and other related data

#### **Corporate communications**

- Helping to ensure that all marketing communications channels are exploited to convey consistent messages about all ILFA's programs
- Championing social media including our Facebook, LinkedIn and Twitter accounts
- Developing new prospects and interacting with existing customers to increase subscriptions to AngazaAfrica
- Helping to keep the ILFA website up to date.
- Liaising with our Alumni network across Africa
- Assisting with drafting award submissions, press releases, blogs and articles
- Ensuring on- and off-line sector marketing collateral is visually compliant

#### **Administrative support**

- Supporting ILFA's internal admin processes such as maintaining master mailing lists, alumni profiles, and CVs etc
- Updating internal policy documentation and manuals as well as external facing documentation (Handbook, Terms and Conditions, pre-departure material) annually or as needed.
- Assisting with preparation of Board reports
- Assisting with secondment logistics including liaising with embassies, travel agencies, helping with visa applications
- Attending work in progress calls/skype calls
- Any other duties as requested

#### **The successful candidate will need to be**

- Passionate about legal training and capacity building across Africa
- Degree educated with written and oral communication skills
- An organised self-starter with ability to use initiative
- Attentive to detail and strong research and analytical skills
- Aware of social media and digital marketing tactics and strategies
- Interested in relationship development and customer service
- Conversant with Word, PowerPoint, Excel and Visio
- Able to multi task, manage multiple deadlines and work with people in different time zones
- Able to quickly build trust amongst immediate team and across the firms
- Understand when to act and when to ask for help.
- Resourceful, creative and a solid team player
- Sensitive to different cultural contexts