



Company: Culture & Conversations on Africa® (*website currently under development)

Position: Strategy Intern

Timeframe: September 30, 2022—May 1, 2023 (flexible start and end date)

Remuneration: Unpaid (subject to change once funding obtained)

Time Commitment: 15-20 hours per week (open to discussion)

Location: Remote Work

How to apply: Submit cover letter and CV to comms@candcafrica.com by 23 September 2022.

About: Culture & Conversations on Africa® (C&C Africa) is a platform that brings together leaders in business, government, academia, and arts and culture in order to elevate the cultural economy across the African continent. C&C Africa is committed to elevating African culture, serving as a catalyst for regional integration, building a bridge with the African diaspora in the United States and beyond, and fueling Africa's growth. To achieve these goals, C&C Africa drives engagement across the following five pillars: the arts (visual, music, film), fashion, sports, culinary arts, and tourism. C&C Africa's objective is to build a stronger, more economically prosperous and a regionally connected African continent through the cultural economy.

Leadership: Meron Demisse is the Founder & CEO of C&C Africa. She recognized early in her professional journey that the cultural sector in Africa was not at the forefront of policy and business discussions. The lack of this prioritization of African culture propelled her to launch C&C Africa in 2017.

Furthermore, she is a global strategic partnerships executive with over a decade of experience in corporate social responsibility (CSR). She obtained a Bachelor of Arts in Political Science from the University of Southern California, Master of International Affairs from Columbia University and an MBA from Bard College. She was born Ethiopia, lived in Kenya and grew up in the United States and resides in Johannesburg, South Africa.

What: C&C Africa is looking for a dynamic and motivated graduate intern who is eager to support the organization's growth. The intern will work closely with the Founder & CEO, who will provide direction on projects that require strategic thinking, project management, and excellent communication skills. The intern will apply classroom-based knowledge and professional experience to C&C Africa related projects. C&C Africa is dedicated to developing successful leaders with a passion for the African continent, and strives to make this internship exciting and meaningful.

Who we are looking for: A highly intelligent, and well-rounded individual; a team-player, with strong potential to work in a long-term role upon graduation; an outstanding creative thinker, highly motivated, with the ability to come up with innovative and novel ideas. Intern should have some understanding of the African continent, market trends, and ability to research target areas for growth for the African cultural economy.

Benefits: This is a great opportunity for an individual seeking to gain experience in a start-up environment, and an opportunity to contribute towards the growth of an organization with a purposeful mission. The intern will gain experience and deepen his/her knowledge related to the African continent. The intern will have exposure to senior leaders in various industries operating throughout the African continent.



Responsibilities: The internship will focus on strategy, which includes competitive landscape analysis, business development strategy, and ideation on impact-driven arts and culture initiatives. The duties of the intern will primarily fall under one or more of the following work streams.

Competitive Landscape Analysis & Business Development

- Analyze current trends on the African cultural economy
- Identify untapped opportunities for C&C Africa pillar focus areas
- Conduct research on competitive landscape, funding opportunities, prospective partnerships and collaborations
- Conceptualize business model for driving growth of C&C Africa

Content Generation & arts and Culture Initiatives

- Develop strategy and business model for innovative way of re-thinking tourism
- Strategize and ideation of impact led C&C Africa Arts & Culture initiatives
- Develop content for programming for Digital Series
- Identify engagement opportunities for creators, innovators, and key leaders from the African continent

Communications & Marketing Strategy

- Provide synopsis based on daily trends and news worthy stories/articles and come up with content for digital platforms
- Help develop strategies for engagement with existing and new ecosystem
- Produce presentations and briefing documents in preparation for external meetings

QUALIFICATIONS & BACKGROUND:

Education

- Relevant areas of study e.g., Economics, Management, Social Entrepreneurship
- Course on Innovation a plus
- Dual degree in MBA a plus

Professional Experience

- Exceptional research skills with the ability to extract and synthesize relevant information, and a quick learner when identifying new focus areas
- Work across strategic initiatives for programs, marketing, and outreach
- Excellent written and verbal communication skills
- Ability to understand market trends and emerging economic growth models
- Experience in creating business cases for new ideas
- Ability to think creatively and generate ideas

Personal Attributes

- Values and purpose driven
- Exceptional work ethic and reliable
- Ability to work independently with minimal supervision
- Meet deadlines and produce high-quality outputs
- Integrity and honesty

