Job Title: Events and Communications Intern  
Location: Washington, D.C  
Department: North America Office  
Reporting To: Director, Government Relations and Strategic Development

About Sannam S4

Founded in 2008, Sannam S4 is a rapidly expanding international market entry services organization operating in over twenty countries worldwide.

A market leader in international higher education, with very high annual client retention, Sannam S4 is proud to serve half of the world’s top twenty one ranked universities, as well as many valued globally ambitious mid-ranking universities and vocational training colleges and education organizations. Sannam S4 is honored to advise five international governments on their international higher education engagement strategies in key growth markets. The firm also serves a diverse range of international corporations from Fortune 100 multinationals, to venture capital backed start-ups and globally ambitious small and medium sized exporters.

Providing in-country expertise and a range of practical support services in key overseas markets, Sannam S4, on an on-going basis supports over 150 international organizations as they seek to explore, enter and expand internationally. Delivering a unique turn-key service model, Sannam S4 offers local market research, partner search and selection, staff recruitment, HR advisory and financial, accounting, tax, payroll and strategic consulting.

Sannam S4’s market leading solution provides organizations the ability to have local consulting solutions delivered in a number of international markets.

Sannam S4 places tremendous value on its strategic partnerships and close affiliations with respected organizations which include a formal Strategic Partnership with the U.S. International Trade Administration (ITA) U.S. Department of Commerce, the UK Department for International Trade (DIT) and close working relations with the governments of Canada, Ireland, Australia, New Zealand and India. Sannam S4 actively participates in roundtable, through leadership and policy discussions via close working relationships with the National Association of Colleges and Business Officers Overseas (NACUBO), U.S. India Strategic Partnership Forum (USISPF) and the U.S. India Business Council (USIBC), Federation of Indian Chambers of Commerce and Industry (FICCI) and the Confederation of Indian Industry (CII) amongst others.

Sannam S4’s team is committed to building the world’s leading and most respected international education market entry and expansion services business. The team is passionate about providing universities, colleges, vocational training providers and national and federal governments, as well as NGO/NPO’s and trade sector bodies, with the highest quality support in markets where it is needed most. Sannam S4’s
New Delhi office is ISO 27001:2013 certified. In 2018 and 2019 Sannam S4 won UK-India Consultancy Firm of the Year Award.

Role
Sannam S4 is currently seeking an events and communications intern to support its North America team over the fall semester. This position requires an energized self-starter with an interest in events, communications, and marketing to apply principles learned in the classroom in a professional environment. This position will have a range of duties in developing and implementing events for the Sannam S4 Group, the U.S.-India Knowledge Exchange initiative (USIKE) and U.S. Business Centers in India.

The events and communications intern will assist with implementing the North American marketing and operations strategy, and will also assist online social media, website development, business development, research, and day-to-day administrative tasks.

The anticipated timeline for this position is early September through mid-December 2019 (with a possibility of an extension to the Spring semester 2020). Strong candidates have moved onto OPT and full-time roles within Sannam S4’s business internationally.

Responsibilities
▪ Provide support for event logistics, visits, delegations, and conferences, especially for education conferences and U.S.-India Knowledge Exchange initiative events.
▪ Support Sannam S4’s communications strategy, including assisting the management of the Sannam S4 & USIKE website, social media, and e-newsletter outreach to partner organizations, institutions, and media outlets.
▪ Support Sannam S4’s education team in North America by collecting qualitative data from marketing campaigns and assisting in promotional activities for events and conferences.
▪ Prepare branding marketing collateral such as online flyers for upcoming events, postcards and handouts.
▪ Develop new social media campaigns, considering current and planned promotional activities targeting North America & potentially the UK.
▪ Assist and update company database and customer relationship management system (CRM) for North America.
▪ Support Sannam S4’s market research tasks such as developing business lists for database management and for USIKE initiatives.
▪ Other tasks as needed. Additional tasks may be available depending on various projects which may arise during the position time period and/or the intern’s desire to gain experience within a particular area.

Additional opportunities:
▪ Attend high level meetings related to the business development of Sannam S4, USIKE and the U.S. Business Centers.
▪ Attend high level networking events such as higher education conferences, U.S.-India receptions and other conferences organized by universities.
Work closely with the CEO, the Director of Government Relations and Strategic Development, & key members of the Education team to learn about Sannam S4’s delivery of services.

**Minimum Required Qualifications**
- Must be at least a college junior in good standing, a graduate student or a recent graduate.
- College students majoring in journalism, marketing, business, international relations, or similar fields are encouraged to apply.

**Work Experience**
- Prior public affairs, event co-ordination or communications internship experience is desired.
- Skilled in WordPress and familiar with Constant Contact marketing tools.
- Proficient in Adobe Creative Cloud programs (Illustrator, InDesign, and Photoshop) and modern web design practices.
- A successful applicant will have a strong team work ethic.
- Experience with content creation in marketing platforms such as LinkedIn, Twitter, Facebook.
- Excellent knowledge of Google Drive Applications and MS Office.
- Must be eligible to intern in the United States on a full-time or part-time basis during the fall semester.

** Desired/Preferred Skills**
With a strong track record of professionalism and support for our clients, Sannam S4 has built its business on individuals who bring value and experience to the business and its clients and the accountability that a medium sized business requires.

Below are the desired and preferred skills and competencies for this position:
- Strong communication skills
- Time management, interpersonal and problem-solving skills.
- Ability to work in target-oriented environment and under pressure.
- Conversant with Microsoft Office: Outlook, Word, Excel and PowerPoint.
- Flexible, committed and driven.
- Good level of self-efficacy as relates to problem-solving and client service delivery

**How to apply**
If you would like to be considered for this role at Sannam S4, please send your CV with an introduction letter and salary expectations to: kaajal.joshi@sannams4.com