

## Internship Opportunity



### About your organization

Honeyguide is a Tanzanian organization founded 15 years ago with the aim of advancing community-based and led approaches to conservation. Their aim is to make conservation deliver real benefits driven by local communities out of their own interest and motivation. They are the only organization in Tanzania that solely focuses its activities and investments on community-owned and managed Wildlife Management Areas (WMAs). One of our critical partners is the Community Wildlife Management Area Consortium (CWMAC) is the national umbrella body representing WMAs and their community constituents. The consortium provides services and representation of WMAs at a national policy and advocacy level. They drive awareness, participation, engagement, and collaboration across various stakeholder groups and institutions. Partnering with CWMAC will not only build strong capacity for long-term sustainability of the consortium, but it will also drive success in lobby and advocating for WMAs at a national level across stakeholder groups. CWMAC will provide continuous capacity building and support to member WMAs all across Tanzania and become a united voice that represents all WMAs.

**Title of the role:** Communications and website development

**Department:** Fundraising and communications department.

**Overview of the role:** Honeyguide unveiled its new strategic plan towards the end of 2023, which will steer our organization's course from 2022 to 2026. This strategy has been made accessible to the public in the form of an online PDF document and a pocket-sized, A5 printed version. Notably, this new strategy represents a departure from our previous 5-year plan, necessitating a comprehensive overhaul of all our communication materials to align with its objectives.

Among the various tools within our communication arsenal, we place particular importance on our PDF brochure, the online and PDF versions of the strategic plan, our primary website ([www.honeyguide.org](http://www.honeyguide.org)), and a supplementary feature designed for quick mobile reference, available at (<https://www.honeyguide.org/learn/>).

Our foremost imperative is to update all these communication tools to ensure they mirror the essence of our new strategic direction. In addition to this, we intend to evaluate the efficiency of our existing tools and explore the development of new ones that cater to the evolving needs of our audience while harnessing the latest technological advancements.

Similarly, CWMAC has recently published their strategy (2023-2027), and will need to develop a website to reflect on this strategy and their organisational communication needs. CWMAC have a very basic website (<https://cwmac.or.tz/>), and this will need to be developed from scratch, however, both websites will follow a similar developmental process.

**Nature and scope of work:**

The intern will work with a website development team ( including a website master with over 30 years of experience in website development) to update both organization's websites and develop additional communication tools to communicate to a broad audience of the new strategic goals and approach. All these additional tools will be incorporated, adding information and functionality.

- Defining goals: We will study the website analytics over the past period to understand user behaviour and gather insights. Develop a report using the data to help the development team make informed decisions for improving the website. (Estimated time: 5 days).
- Defining purpose: Review the options and, together with the development team, brainstorm the target audience and identify their interests and needs. Determine the purpose of the website and what we expect to deliver. (Estimated time: 5 days).
- Planning structure: Create a sitemap or structure for the website, outlining the main pages and their hierarchy. We will need to identify the content and features that will be prevalent on each page. (Estimated time: 5 days).
- Designing the website: We will need to create wireframes or mockups to visualize the layout and design of the site. Included in the process to confirm the colour scheme, fonts, and visual elements that align with our new brand. We are using WordPress, to work with our website master to write simple code for the website, including responsive design for mobile devices. (Estimated time: 40 days).
- Content creation: Coordinate with a communications team that will write and create high-quality content, including text, images, videos, and other media. (Estimated time: 15 days).
- Interaction and functionality: Decide, design and implement any interactive features or functionality (e.g., forms, databases). (Estimated time: 15 days).
- Testing: Test the website across various browsers and devices to ensure compatibility; perform usability testing to ensure a smooth user experience. Check for any broken links, missing images, and other issues. (Estimated time: 5 days).
- Launch: Monitoring website performance at the initial launch stage to respond to any feedback or comments from key partners and associates. (Estimated time: 5 days).

The development of the two websites will be done concurrently; the workflow will depend on input from the various website development members in the team. The intern will have to be very flexible in the rollout of the plan and manage the development of both sites in parallel.

**Skills needed**

- An understanding of the process of website development (a Must), and prior knowledge of wordpress CMS will be an added advantage.
- English skills (a Must), and creative writing skills will be an added advantage.
- Facilitation skills (optional for facilitating brainstorming sessions)

**Skills Development plan**

- Understanding community-based conservation, especially in the context of Tanzania WMAs.
- Leadership skills, as well as teamwork.
- Use of technology to work collaboratively.

- Strategic communications and branding
- Website development

Location: Arusha, Tanzania

Number of hours per week: 40

Start Date: Wednesday, 3rd Jan 2024.

End Date: 28th March 2024

How to apply: Send your CV and application letter to [volunteer@honeyguide.org](mailto:volunteer@honeyguide.org)

PLEASE PLACE IN THE SUBJECT LINE OF THE EMAIL: Communications and website development

Deadline of application: 17th November 2023