



Our Chalet
SWITZERLAND
World Association
of Girl Guides
and Girl Scouts

Marketing and Communications Intern

Our Chalet World Centre

ROLE DESCRIPTION

Responsible to: Deputy World Centre Manager : Operations

Location: Our Chalet World Centre

One of WAGGGS (World Association of Girl Guides and Girl Scouts) World Centres, Our Chalet is an international gathering place for members and friends of the World Association of Girl Guides and Girl Scouts, providing opportunities to meet and share experience. Our Chalet offers International Events and seminars and tailor made programme as well as international volunteer and career opportunities in a residential environment.

Role Type: **This is an Internship position.**
3 to 6 months, depending on availability and visa restrictions

WAGGGS Intern Programme Objectives:

The objectives of Our Chalet's Intern Programme are the same as outlined by the World Centres Committee for any World Centre volunteer:

- Gain valuable work experience and life skills such as leadership
- Learn about WAGGGS, its MOs, themes, projects, regions and World Centres
- Share the international friendship that Girl Guiding and Girl Scouting offers
- Support WAGGGS by helping the Centre operate effectively
- Participate/facilitate in activities or workshops relating to community leadership or advocacy
- Experience the unique culture of Switzerland, through its traditions, history and people
- Gain an international experience, learning about different cultures through the diversity at the Centres
- Be prepared to represent WAGGGS and be more involved in your own MOs

Our Chalet's Intern Programme is supported by the personal feedback and evaluations the Guest Services Intern (MCI) will participate in at least three times during the term.

Our Chalet

Hohliebeweg 1, CH 3715, Adelboden, Switzerland

t: +41 (0) 33 673 12 26 f: +41 (0) 33 673 20 82 e: info@ourchalet.ch

www.ourchalet.ch



Role Overview:

- The Our Chalet MCI develops personally and professionally while building skills and knowledge related to WAGGGS and the World Centres, Our Chalet and the local community.
- The Our Chalet MCI will develop her professional skills through active participation in the daily operations of Our Chalet World Centre and give service to Our Chalet and to Guides and Scouts from around the world by sharing her skills and expertise.
- The Our Chalet MCI brings dedication, enthusiasm, diligence, and professionalism to her role in order to take on personal and professional challenges while contributing to an international environment.
- The Our Chalet MCI works with the all teams at Our Chalet to ensure a positive response to marketing by supporting all elements of the guest experience at Our Chalet.
- Assist in the implementation of World Centre's Strategic Marketing plan and Branding strategy with the aim to increase guest bookings and participation in Our Chalet events.
- Supporting all elements of fulfilling the objectives defined in World Centre's Communications plan in accordance with the aim and objectives of Our Chalet reflected in the Operational plan and the mission and vision of WAGGGS.

Specific duties:

Assist in efficient implementation of the World Centre's Strategic Marketing plan and accompanying Our Chalet Operational plan.

- **Social Media**
 - Collect and post engaging stories and photo/video material
 - Assist in managing Facebook, Twitter, Instagram, You Tube and other social media accounts
 - Track and provide reporting on social media interaction
 - Expand Our Chalet's presence and interaction on various Social media
- **Promotional materials, newsletters and external events**
 - Update and prepare promotional materials for programme, services and events
 - Create new flyers and brochures
 - Prepare Our Chalet content input for various electronic newsletters
 - Prepare materials for representing Our Chalet at external events
 - Represent Our Chalet at external events (if required)
 - Photograph & file images of daily life and events at Our Chalet for marketing useage
- **Growth and impact**
 - When required liaise with other World Centres and WAGGGS Communications team on specific projects
 - Analyse social media reports and develop ideas to increase the communication with targeted and underrepresented demographic
 - Work with Deputy World Centre Manager : Operations in finding creative solutions to increase guest bookings, visibility of Our Chalet and impact of marketing actions
 - Assist in implementation of the World Centre's Branding Strategy

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▪ **Other Responsibilities**

- Maintain an atmosphere conducive to international friendship, cultural understanding and the values of WAGGGS and Our Chalet
- Ensure the highest standard of guest service and communication to all visitors
- Maintain a positive and efficient working environment for all staff and volunteers
- Serve as 'on duty person' when required
- Cover the guest reception when required
- Reply to guest emails as required
- Support DWCMO in the planning and purchase of new merchandise for the Our Chalet shop
- Support Guest Services in the use and advertising of Our Chalet on AirBnB
- Assist in the delivery of evening programme as necessary
- Join and talk to guests during dinner and other joint meals
- Deliver the daily morning meeting of staff as required
- Plan and deliver a personal or group project which will enable personal and professional development of the intern as well as benefit the operations of Our Chalet

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Marketing & Communications Intern Our Chalet, Switzerland

APPLICANT SPECIFICATION

Competency	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Must be at least 20 years old • Completed higher secondary level education. Eg, 'A' levels matriculation, 12th standard etc. or equivalent experience • Be an active member of a Member Organisation (WAGGGS or WOSM) 	<ul style="list-style-type: none"> • First Aid Certificate
Experiences	<ul style="list-style-type: none"> • Education or qualifications and / or working Experience in Marketing and Communications areas • Guiding/Girl Scouting experience • Work experience with high customer service standards • Experience with different Social Media platforms 	<ul style="list-style-type: none"> • Guiding/Girl Scouting experience at a national or international level • Knowledge of Our Chalet • Work in an international team • Work in a residential environment
Technical Skills	<ul style="list-style-type: none"> • High computer literacy including experience with Microsoft Office (Word, Excel, Publisher, Outlook) and desktop or professional design programmes • Photography skills 	<ul style="list-style-type: none"> • Basic digital filming and editing • Desktop or professional design experience • Setup and use of basic technology-laptops, projectors, sound equipment
Communication Skills	<ul style="list-style-type: none"> • Excellent communicator with the ability to effectively inform a wide range of people from different backgrounds and cultures • Awareness and sensitivity to different styles of communicating • Patience and friendly attitude • Excellent creative writing skills 	<ul style="list-style-type: none"> • Awareness of the importance of timely, open and constructive communication internally and externally
Languages	<ul style="list-style-type: none"> • Higher level - Fluent written and spoken English 	<ul style="list-style-type: none"> • Written and spoken German • Any additional foreign language skills
ATTITUDES		
	<ul style="list-style-type: none"> • Be able to maintain a positive working environment for all staff and volunteers • Positive and proactive approach to 	<ul style="list-style-type: none"> • A good sense for aesthetics • Creativity • Sense of funny and humorous approach in communication

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	challenges and the intern role	(mainly written)
ABILITIES		
	<ul style="list-style-type: none"> • Willingness to learn on the job • Willingness to be flexible and patient in a constantly changing and challenging environment and an empathic and helping attitude towards people • Ensure the highest standards of customer service to all visitors • Be able to relate to people of all ages and cultures • Flexible and adaptable to different situations • Work ethics maturity • Emotional maturity 	<ul style="list-style-type: none"> • Able to efficiently manage personal stress levels • Able to work independently • A self-starter
ELIGIBILITY TO WORK		
<ul style="list-style-type: none"> • Currently (or in recent past has been), an active member of a Member Organisation of WAGGGS or National Scout Organisation member of WOSM • This is a residential post • The position is subject to visa and work permit restrictions. Applicant must be able to acquire a Swiss volunteer or Student visa (for applicants from outside the European Union) • Applicant should preferably hold a passport of one of the countries of the European Union 		

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Marketing & Communications Intern Our Chalet, Switzerland

Benefits of internship at Our Chalet

- Providing learning opportunities to gain valuable work experience in Marketing and Communication as well as administration and hospitality areas
- Travel Scholarship (to and from Our Chalet combined) up to CHF 500 (more financial assistance may be available on request to the World Centre Manager)
- Full Comprehensive health insurance is provided during your stay
- Full Board and Lodging in a shared accommodation will be provided by Our Chalet
- Laundry facilities and linen are provided
- Wireless internet access is available
- Uniform is provided
- Up to 9 days off per month
- Learning about different cultures, customs and countries
- Learning new life skills such as work ethics, leadership and communication skills, trying new activities outdoors and living in an international environment
- Learning about self, about others, about the environment and needs of the society
- Learning about WAGGGS, WOSM and the World Centres
- Support from Long term staff team in planning and delivering personal projects
- Support from Long term staff in gaining wide working experience
- Staff days out and other social outings

How to Apply

The application consists of two parts. You will need to submit the **Word Centers Volunteer and Intern Application Part A** and **Part B**. Both forms are available on our website www.ourchalet.ch

Email your application to: volunteers@ourchalet.wagggs.org

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