



Communications Intern

The mission of Special Olympics Belgium is to improve the lives of people with a mental disability by promoting their social inclusion through sport. Each year, Special Olympics Belgium organizes National Games involving twenty sports disciplines during the Ascension weekend. More than 3,000 athletes accompanied by 1,200 coaches and 1,800 volunteers participate.

We also organize several small events and projects for and by our athletes each year. This can be a competition or a sports initiation, but also an inclusive company team building where our athletes are invited.

Task list

- Prepare Weekly Content Meeting together with the team
- Prepare Content Planning (Subjects, Copy, Etc) together with the team
- Social Media monitoring and data collecting
- Make athlete profiles for press in preparation for National Games
- Content creation for multiple formats
- Interviewing athletes for social media formats
- Brainstorm for creative content formats around National Games
- Benchmark for SoMe comparing us to other SO Countries (types of content, which channels, #followers, etc)
- Prepare communication & content plan National Games
- Prepare Press Guide National Games
- Prepare Case Studies regarding SoMe formats

During National Games

- Assisting the Press Room Officer (Coordinating the Press Room)
- Supporting journalists & photographers
- Content creation for SoMe (photo selection for SoMe, preparing visuals, preparing copy)
- Managing our SoMe channels + Community Management
- Managing our VIP photo team
- Managing our infoscreens (Digital & Print)
- Preparing the daily content meetings

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