

TERMS OF REFERENCE

March 2019

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| Post title: | Communications Intern |
| Duration: | 6 months |
| Duty Station: | Vientiane, Lao PDR |
| Supervisor: | Chief of Communication, P4 |
| Starting date: | TBC |

I. Introduction

2019 is the third year of UNICEF Lao PDR Country Programme Cycle (2017-2021). Establishing visibility for this new programme, and fundraising for its various components, is a major task for the communication section in 2019 and beyond. Advocacy, Communication and Partnerships is one of the key strategies to achieve programme results.

The intern will have the opportunity to learn how to develop and implement the Country Office Advocacy and Communication Strategy with a focus on content creation for advocacy and resource mobilization. Particularly, he or she will be able to better understand the content creation process, while building his/her writing and editing skills, as he/she will support the team to generate communication materials, including infographics, photos, videos and human stories for different platforms. In addition, the incumbent will support the organization of field visits, youth engagement activities, media relations and engagement of key influencers.

The media and external relations component of the Communication Section also aims at improving the quality of media reporting, especially on issues relating to children, youth and women. While the intern will learn about the organization's communication strategies and processes, he/she will also pass on specific knowledge that is currently weak in Lao PDR, especially on the effective use of social media, photo and video, writing for a given audience, etc.

II. Purpose of the assignment

Under the supervision of the Chief of Communication, the intern will be able to learn and contribute to the strengthening of UNICEF's Advocacy and Communication Strategy in Laos in order to achieve better results for vulnerable children and women.

III. Specific objectives:

- Contribute to the strengthening and the implementation of the UNICEF CO external communication strategy with a strong focus on content production, media relations and partnerships.
- Contribute to the production of UNICEF communication materials and publications, including interactive content, human interest stories, etc. in close collaboration with partners and line Ministries.

IV. Main activities and outcomes

External Communication

- Support the Advocacy, Communication and Partnerships programme to engage with mass media through activities such as organizing visits to project sites, facilitating photo coverage and TV footage, and utilizing both web-based, social media and traditional media as appropriate to generate and maintain public interest around child rights issues.
- Provide support to engage with donors and National Committees through activities such as organizing visits to project sites, facilitating photo and media coverage to facilitate fundraising.
- Support digital communication efforts by creating visual and interactive contents to generate and maintain public interest in children and humanitarian issues, with a focus on social media.

Media engagement

- Provide support for media engagement. This might include draft press releases, organize media briefings and field visits.
- Maintain a library of coverage (clippings, coverage etc.)
- Undertake lessons learned and review of successful and unsuccessful communication experiences as directed by supervisor.

Youth engagement

- Provide support for youth engagement. This might include assisting to develop and implement ideas to engage Lao youth, assisting with translation, organizing activities, drafting documents and assisting with activities for Generation Unlimited, CRC@30 and the youth media group.
- Undertake lessons learned and review of successful and unsuccessful communication experiences as directed by supervisor.

Duration and Place of work

The duration of the internship is 6 months (preferably).

The incumbent will be based in Vientiane. The assignment will also require periodic travel to support partnership initiatives, field missions and facilitate media content creation.

Supervision, Feedback and Reporting

The incumbent will work under the supervision of the Chief of Communication, P4.

Qualifications required:

- University degree in Communications, International Relations, Public Relations, Social/Human Sciences or other related field.
- Relevant work experience in the development sector is an asset.
- Ability to work in a team.
- Ability to cope with stressful and difficult conditions and political/cultural sensitivity and ability to work in international and multicultural environment.
- Proven experience in implementing time limited projects.
- Ability to express clearly and concisely ideas and concepts in written and oral form and to produce reports in a timely manner;
- Ability to work independently as well as with a team in an international, multicultural and interdisciplinary environment and establish harmonious and effective working relationships both within and outside the organization;
- Knowledge and skills in computer management and application (Knowledge of Adobe Photoshop and InDesign is an asset)
- Excellent writing, research and analysis skills.

Languages

- Fluency in English is essential, both writing and speaking; excellent drafting skills as well as oral presentation skills.

Other Competencies required

- Ability to communicate effectively to varied audiences, including during formal public speaking.
- Ability to set high standards for quality of work and consistently achievement of project goals.
- Demonstrates an awareness of changes in organizational strategy that impact on own work area.
- Demonstrates good skills and relevant knowledge in own area.
- Seeks and quickly absorbs new information and technique

Prepared by: Maria Fernandez, Chief of Communication

Approved by: Myo-Zin Nyunt, OIC Representative

TERMS OF REFERENCE

March 2019

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|-----------------------|--------------------------------------|
| Post title: | Communication for Development Intern |
| Duration: | 6 months |
| Duty Station: | Vientiane, Lao PDR |
| Supervisor: | Chief of Communication, P4 |
| Starting date: | TBC |

V. Introduction

2019 is the third year of UNICEF Lao PDR Country Programme Cycle (2017-2021). Establishing visibility for this new programme, and fundraising for its various components, is a major task for the communication section in 2019 and beyond. Advocacy, Communication and Partnerships is one of the key strategies to achieve programme results.

The intern will have the opportunity to learn how to develop and implement the Country Office Advocacy and Communication Strategy with a focus on content creation for advocacy and resource mobilization. Particularly, he or she will be able to better understand the content creation process, while building his/her writing and editing skills, as he/she will support the team to generate communication materials, including infographics, photos, videos and human stories for different platforms. In addition, the incumbent will support the organization of field visits, youth engagement activities, media relations and engagement of key influencers.

VI. Purpose of the assignment

Under the direct supervision of the Chief of Communication, the intern will be able to learn and contribute to UNICEF's Communication for Development initiatives. In particular, he or she will support the development and implementation of a **Parenting Package**, including its communication materials, and will help roll it out.

VII. Specific objectives:

- Support the development and implementation of a **Parenting Package**, including its communication materials, and will help roll it out.
- Support the development of an overall Parenting framework.
- Assist in the development of the C4D Strategy.

- Help implement other C4D initiatives/campaigns, including introduction of the Human Papillomavirus vaccine, Infant and Young Child Feeding practices campaign.

VIII. Main activities and outcomes

Parenting:

- Support the section chief in liaising with the communication agency in charge of developing the parenting package.
- Support the organization of workshops with partners to validate content.
- Liaise with partners as required.
- Provide assistance in pre-testing communication materials.
- Facilitate field visits as needed.
- Provide inputs to finalise the package.
- Help implement the package: support to TOTs and training of facilitators, support to implementation of communication activities as required.
- Support mapping of existing parenting related programmes.
- Provide inputs and prepare drafts for some of the elements of the overall parenting framework.

C4D Strategy:

- Support desk review of existing C4D initiatives (to be carried out by a consultant).
- Collect documents, needs assessments, SBCC reports for the desk review.
- Help coordinate meetings with different programmes and prepare minutes.
- Assist in getting feedback on the different elements of the strategy from programmes.

Other C4D initiatives and Campaigns:

- Provide support to develop the communication plan for the introduction of the HPV vaccine.
- Help produce communication materials.
- Support the implementation of the communication activities.
- Liaise with the agency developing content for the Infant and Young Child Feeding practices campaign.
- Provide feedback on the communication materials.
- Help implement the campaign.

Duration and Place of work

The duration of the internship is 6 months (preferably).

The incumbent will be based in Vientiane. The assignment will also require periodic travel to support partnership initiatives, field missions and facilitate media content creation.

Supervision, Feedback and Reporting

The incumbent will work under the supervision of the Chief of Communication, P4.

Qualifications required:

- University degree in Communications, International Relations, Development, Public Relations, Social/Human Sciences or other related field.
- Relevant work experience in the development sector is an asset.
- Ability to work in a team.
- Ability to cope with stressful and difficult conditions and political/cultural sensitivity and ability to work in international and multicultural environment.
- Proven experience in implementing time limited projects.
- Ability to express clearly and concisely ideas and concepts in written and oral form and to produce reports in a timely manner;
- Ability to work independently as well as with a team in an international, multicultural and interdisciplinary environment and establish harmonious and effective working relationships both within and outside the organization;
- Knowledge and skills in computer management and application (Knowledge of Adobe Photoshop and InDesign is an asset)
- Excellent writing, research and analysis skills.

Languages

- Fluency in English is essential, both writing and speaking; excellent drafting skills as well as oral presentation skills.

Other Competencies required

- Ability to communicate effectively to varied audiences, including during formal public speaking.
- Ability to set high standards for quality of work and consistently achievement of project goals.
- Demonstrates an awareness of changes in organizational strategy that impact on own work area.
- Demonstrates good skills and relevant knowledge in own area.
- Seeks and quickly absorbs new information and technique

Prepared by: Maria Fernandez, Chief of Communication

Approved by: Myo-Zin Nyunt, OIC Representative



**Intern, Communication Section, UNICEF Regional Office for Europe and Central Asia
Based in Geneva, Switzerland**

UNICEF works in 190 countries and territories to protect the rights of every child. UNICEF has spent 70 years working to improve the lives of children and their families. Defending children's rights throughout their lives requires a global presence, aiming to produce results and understand their effects. UNICEF believes all children have a right to survive, thrive and fulfill their potential – to the benefit of a better world.

For every child, hope.

The UNICEF Internship Programme offers qualified and eligible students at both Headquarters (HQ), Regional Offices (RO) and Country Offices (CO) the unique opportunity to acquire direct practical experience in UNICEF's work and the United Nations system under the direct supervision of experienced UNICEF staff.

To be considered for an internship with UNICEF, applicants must meet the following requirements:

- Be enrolled in an undergraduate or graduate degree programme; and
- Be proficient in at least one of UNICEF's working languages: English, French, Spanish, Russian, Mandarin or Arabic. Additional language requirements may apply; and
- Have excellent academic performance as demonstrated by recent university or institution records

Purpose of the internship:

The Communication Section of UNICEF's Europe and Central Asia Regional Office works to gain greater visibility and awareness of children and women's rights among a broad range of stakeholders in the Region, to achieve the organization's advocacy objectives.

The section provides technical advice and support on communication and advocacy to the Region's 21 Country Offices, and works closely with colleagues in the Regional Office and UNICEF Headquarters to advocate for the rights of all children.

Under the direct supervision of the Regional Communication Specialist, and with guidance from the Regional Chief of Communication (ECARO), the intern will:

- *Ongoing updating of the UNICEF ECA English and Russian language Regional Websites when needed.*
- *Support the development and execution of the Regional Office's social media strategy and activities, including designing "pictographs" and other visuals using relevant graphic design software.*
- *Support updating, organizing of the Regional Office's photo database on WeShare.*
- *Assist in strengthening the Regional Office's work to amplify the voices and ideas of young people from the Region through supporting content development for the "Our Voices: Young*

People from across the Region” web portal on the ECARO sites, social media content and country profiles.

- *Support a mapping of leading regional digital influencers.*
- *Support the development of an updated regional media contact list.*

- *Support and contribute to other communication and advocacy activities as necessary, in documented discussion with the Regional Communication Specialist and Regional Chief of Communication.*

Start date: 1 June, 2019 (approximately, can be negotiated)

Duration: 16 to 24 weeks, but flexible if desired candidate available for less time (no less than 12 weeks) or interested in extending internship.

Modality: Full-time at UNICEF’s regional office for Europe and Central Asia located in Geneva, Switzerland, as part of [UNICEF’s Fellowship and Fully Funded Internship Programme](#).

Qualifications:

- *Working towards a first-level or masters’ level university degree in journalism, communication, public relations or a related field.*
- *Fluency in English required. Fluency in Russian highly desirable.*
- *Excellent English writing and editing skills required. This includes experience writing for the web and social media.*
- *Experience in web content management systems, specifically Drupal highly desirable.*
- *Experience and interest in media outreach desirable.*
- *Graphic design and video editing skills highly desirable.*
- *Up-to-date and proficient with the latest social media tools and how best to utilize these tools to maximize reach and engagement.*
- *Positive team player interested in international affairs, journalism and communication and protecting the rights of children.*

For every Child, you demonstrate...

Our core values are Commitment, Diversity and Integrity and our Core Competencies in Communication, Working with People and Drive for Results.

UNICEF is committed to diversity and inclusion within its workforce, and encourages qualified female and male candidates from all national, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of our organization.