

UNESCO Sponsored Traineeship Programme

Terms of Reference

GENERAL INFORMATION

Duration: 12 months

Location: Paris, France

Organizational Unit: Sector for External Relations & Public Information, Division of Public Information, Public relations and Partnership

Supervisor: Ms Armelle Arrou, Chief of Section, Public relations and Partnerships

DESCRIPTION OF THE TRAINEESHIP

Under the responsibility of the Chief of Section, ERI/DPI/PRP

1. Under the Campaign Manager and in close collaboration with the CLT and ODG, the trainee shall contribute to the #Unite4Heritage campaign and generate visibility and mobilize young people on heritage related topics, projects, people, innovations in particular for China. It will consist in :
 - Developing high-quality written, visual and video content to be distributed via social media, the campaign website, as well as other means of display.
 - Interacting when needed with UNESCO focal points (HQ and field) and direct external experts and liaise with them for content creation;
 - Preparing the publishing of social media content, monitor relevant developments in the social media spectrum and advising on options for further expanding the outreach of the campaign and expanding cooperation with social media networks in China;
 - Helping ensure the campaign's visibility at all relevant UNESCO or non UNESCO events in China in particular;
 - Keeping track of the campaign impact by compiling monthly statistics for web and social media for the monthly reports.
2. Contribute to explore and help formalize partnerships including audiovisual ones for a better outreach of UNESCO major communication products and campaigns (teachers, education to sustainable development and intangible heritage in particular) in China in particular

REQUIRED QUALIFICATIONS

Education: Post-graduated studies in Communication, Culture or Heritage

Subjects: interest in audiovisual activities and social media activities, interest for culture and heritage and in UNESCO's field of competencies in general

Language skills: Chinese, English

Competencies and skills: Typo 3, Drupal, very good command of social media Design / video competencies are an asset.

LEARNING OBJECTIVES

The learning objectives of a year within this team are:

3. To gain experience in institutional communication campaign design and management
4. To learn to work in a multi-cultural environment and deploy abilities to work in team
To learn how to build partnerships and develop the ecosystem of partners needed to the communication project implementation and success.

ADDITIONAL INFORMATION

Being involved in communication campaigns is extremely dynamic and motivating for young graduated students; He or she can value their role and function as part of a global structure for a global movement.