

UNESCO Sponsored Traineeship Programme

Terms of Reference

GENERAL INFORMATION

Duration: 12 months

Location: Accra. Ghana

Organizational Unit: UNESCO Accra Office

Supervisor: Tirso Dos Santos, Head of Office and Representative

DESCRIPTION OF THE TRAINEESHIP

Under the leadership of the Head of the UNESCO Accra Office, the trainee will contribute to:

- Managing digital communication channels including websites and social media channels, activities include supporting the development of informational and promotional materials such as fact sheets, brochures posters, infographics, website content, e-newsletters, social media content and webinars.
- Implementation of the Girls in ICT project, recently launched by the Accra Office in cooperation with the Kofi Annan ICT Centre.
- Monitoring, update and maintain the office website and social media content.
- Supporting social media strategy.
- Executing social media strategy implementation including training in Apps development.
- Contributing to advocacy efforts geared towards promoting Press Freedom and access to information.
- Support campaigns through social media strategies.
- Manage the country office website.
- Carry out additional task that may be required to ensure success of the project.

REQUIRED QUALIFICATIONS

Education: MSc or MA Degrees

Subjects: Communication, Journalism, Social Sciences, Media Studies and Information Technologies

Language skills: English and French

Competencies and skills:

1. Good communication and interpersonal skills are required for the internship.
2. Ability to train others in Apps development, social media use for interaction and information exchange purposes, as well as, as learning and social mobilization tools.
3. Knowledge of algorithms is a plus.
4. Skilled in the use of web based publishing tools.
5. Experiences in following fields are appreciated:
 - Apps and website development and management.
 - Development of communication strategies.
 - Organization of social mobilization campaigns.
 - Development of training packages and contribution to training activities.
 - Project management.
 - Advocacy and promotion of Press Freedom and the right to information.
6. Excellent computer skills, including good knowledge in Apps development and in the use of social media for mobilization and learning processes.

LEARNING OBJECTIVES

The Trainee will gain knowledge and experience through interaction with the Head of a UNESCO, Programme Specialists in the region and at HQs, and through collaboration with diverse multi-sectoral teams in other agencies under the One UN. Learning opportunities include:

- Working with government line ministries and agencies, UN Agencies, academia, media houses and practitioners, as well as, civil society organizations and the Media Foundation for West Africa.
- Application of interdisciplinary knowledge and skills to programme design and delivery;
- Improved understanding of tools and approaches to information dissemination and youth mobilization.
- Interaction with experts from the Kofi Annan ICT Centre.
- Improved knowledge and experience with the One UN system and coordination mechanisms.
- Practical skills for programme management including, strategic planning, project development, budgeting, implementation, monitoring and evaluation, reporting and communications using a Results Based management approach.