



Terms of Reference

Goodwill Ambassador Team – PR & Social Media Internship

Project Title: Goodwill Ambassador Team

Organisation: UNHCR

Job Title: Goodwill Ambassador Team – PR & Social Media Intern

Duty Station: London, UK

Duration: 6 months

Contract Type: Internship

Background Information

Established in December 1950, UNHCR is mandated to lead and coordinate international action to protect and assist refugees. In more than five decades, UNHCR has helped more than 50 million people restart their lives. Today, UNHCR staff in more than 120 countries continue to help and protect millions of refugees, returnees, internally displaced and stateless people.

Based in UNHCR's offices at London, England, this is a unique opportunity to gain experience within the UN system as part of UNHCR's Division of External Relations, specifically working within the Goodwill Ambassador team. The role will provide insight and experience in communication and relationship management functions as well as administration and team support within the context of an international humanitarian organization. It sits alongside a second intern role, focussed more on project support, including administration duties.

Social media plays a significant role in the team's work and is becoming more influential in mobilising support and awareness for both individuals and high profile supporters. The role of the PR & Social Media Intern will involve supporting the Goodwill Ambassador team, including the PR/Media consultant, with day to day tasks, focusing on media outputs for various UNHCR campaigns. The role will also involve working in partnership with the Project Support intern, assisting with the coordination of various logistical aspects of each project.

Duties and Responsibilities

- Assisting the PR/ Media consultant with creative partnerships, including drafting research and attending relevant meetings
- Helping to draft creative pitches for relevant campaigns
- Helping with media lists and pitching where required
- Supporting social media initiatives relating to celebrity supporters.
- Producing daily updates on relevant celebrity social media and digital activities
- Online research relating to celebrity supporters and prospects
- Preparing, drafting and formatting documents and presentations as required
- Support with archiving and storing photo and video assets
- Management of email, filing, and administrative duties as required
- Helping to organize travel arrangements for GWA team staff
- Complete other duties as assigned, including meeting support

Essential Minimum Qualifications and Professional Experience Required

- Excellent written and verbal communication and interpersonal skills are essential
- Strong experience with online research and knowledge of digital and social media essential with an ability to draft social media posts
- An interest in identifying suitable media pitching and placements in media outlets with an understanding of this process
- Eye for a good story
- Strong team player
- Experience with Microsoft Word, Excel, PowerPoint and basic administrative skills
- Flexibility, organizational skills, ability to work quickly under pressure and juggle multiple tasks essential
- A proactive approach to work with a proven ability to work independently and problem solve
- BA degree or higher
- Background or interest in refugee issues and/or international relations welcome
- Fluency in English required; a second UN language welcome, notably French, Spanish and/or Arabic
- Be a strong communicator, including advanced writing and editing skills
- Have strong research skills
- Knowledge of digital media, content management systems or other web based applications
- Be available to work full time (40 hours) for a six-month period

Location:

The selected Goodwill Ambassador Team PR & Social Media intern will be based with the team in London, UK.

Conditions:

The selected intern will be expected to begin on Monday 19th February 2018 and be available for 6 months. The role is full time 9.00am to 5.30 pm Monday to Friday.

To Apply:

Interested applicants should submit their letter of motivation and CV, including testimonials/degrees/certificates and to valentig@unhcr.org and GWAASST@unhcr.org indicating "Goodwill Ambassador Team Internship" in the subject of the email. Please ensure you indicate how your skills and experience relate to the duties required.

The deadline for applications is Thursday 11th January 2018.

Due to a high number of applications, only successful candidates will be contacted.

Interviews will take place on 17th – 18th January 2018.