UNHCR
United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

# Terms of Reference

## Internship (Marketing & Communication for Fundraising)

### Private Sector Partnerships (PSP), UNHCR Brussels, Belgium

UNHCR, the UN Refugee Agency, has an exciting opportunity for an intern to join the Private Sector Partnerships team in the UNHCR offices in Brussels, Belgium.

Established in December 1950, the Office of the United Nations High Commissioner for Refugees (UNHCR) is responsible for leading and coordinating international action to protect and assist refugees and other people of concern. The partnerships with the private sector and the mobilization of individuals' generosity play a crucial role in contributing to diversify the organization's sources of funding.

Since 2019, UNHCR has been mobilizing the private sector in Belgium, creating partnerships with companies and foundations and engaging individual donors. As part of its fundraising activities, the PSP department is looking for a marketing Intern, to support its individual giving fundraising activities.

The main purpose of this position is to offer Interns an opportunity to gain a hands-on experience in their field of study or their career perspective, along with providing a valuable support to the office section. The activity will consist in taking care of activities relevant to individual giving fundraising, mainly digital operations.

**Title**: Digital Fundraising Intern

**Duty Station**: Brussels, Belgium

**Duration**: 6-8 months, expected start date: 1st June 2021 (flexible)

**Contract Type**: Internship (paid, as per UNHCR policy)

**Advertisement start date**: 6th May 2021

**Advertisement closing date**: 19th May 2021

## Organizational context

The Private Sector Partnerships (PSP) Services works in different regions: Europe, MENA, Americas, Africa, and Asia, and further decentralizes at local levels. The Digital Fundraising Intern is part of PSP Belgium team and it is based in the UNHCR Office located in Brussels.

# Duties and responsibilities

The duties and responsibilities of the Intern will be dependent on the fundraising priorities over the course of the internship and may include:

**Creation and development of fundraising communication assets:**

- Provide support in the production of digital content and assets (stories, appeals, videos, etc.);
- Adaptation of fundraising campaigns and communications for Belgium, including translation;
- Collaborate to develop or to optimize e-mails and websites to increase marketing goals;
- Provide support in the development, translation, implementation and update of online donors' journeys or other digital projects.

**Monitoring of campaigns and fundraising operations:**

- Day to day follow-up and check with providers;
- Reporting and support in monitoring of results and tracking tools (Google Analytics, etc.);
- Collecting data and information, prepare assessments of communications actions.

**Other:**

- Research of information, content and visuals for UNHCR communications;
- Assist with day-to-day communication on social media where needed.

# Essential minimum qualifications required

The ideal candidate will be required to have followings:

- Be a recent graduate (completed your studies within one year of applying to this internship) or a current student in graduate/undergraduate school program for a university or higher education facility in the areas of marketing and communications or related field (preferably licence or Master's degree, digital marketing/communication school, business school);
- Have completed at least two years of undergraduate studies in a field relevant or of interest of the work of UNHCR;
- Have good writing skills and oral fluency in English AND French (knowledge of Dutch is an asset);

- Enjoyment in searching opportunities, capable of initiatives and autonomy and really proven rigor and organization;
- Know how to work with emergencies and have sense of priorities; capacity of reporting;
- Have a strong interest in fundraising activities with the private sector and public engagement, and willingness to support UNHCR and to stand with refugees;
- Excellent computer skills with Word, Excel, PowerPoint and communication tools;
- Skills in graphic design and video editing will be an advantage (Adobe tools such as Photoshop and Premiere);
- Available for a duration of 6 to 8 months;
- Naturally, you support UNHCR and stand with refugees.

## Location

The successful candidate will be based with the team in UNHCR's office in Brussels, Belgium, with potential homeworking depending on the evolution of the COVID-19 pandemic.

## Conditions

The internship is associated with an internship agreement for 6-8 months. It is a full-time role with working hours starting from 9 AM to 6 PM, Monday to Friday (40 hours per week). This is a paid internship as per UNHCR policy.

## To apply

Interested applicants should submit their letter of motivation, dully completed (including all work experience) and signed Personal History Form (P11), and CV to hqpsphr@unhcr.org indicating 'Digital Fundraising Internship, Brussels' in the subject of the email.

P11 forms are available at www.unhcr.org/recruit/p11new.doc

*The UNHCR workforce consists of many diverse nationalities, cultures, languages and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce. Applications are encouraged from all qualified candidates without distinction on grounds of race, colour, sex, national origin, age, religion, disability, sexual orientation and gender identity. Refugees and other persons of concern to UNHCR are encouraged to apply.*