

# 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, focused more on project support, including administrative 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

### Required Skills

- 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
- 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

## Eligibility

In order to be considered eligible for the internship, the following criteria must be fulfilled:

- Be a recent graduate or current student in a graduate/undergraduate school programme from a university or higher education facility accredited by UNESCO.
- Have completed at least two years of undergraduate studies in a field relevant or of interest to the work of the organisation.

An individual whose father, mother, son, daughter, brother or sister is a staff member of UNHCR, including a Temporary Appointment holder or a member of the Affiliate Workforce, is not eligible for an internship.

## 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 11<sup>th</sup> February 2019 and be available for 6 months. The role is full time 9.00am to 5.30pm Monday to Thursday and 9:00am to 3:00pm Friday.

## To Apply:

Interested applicants should submit their (1) letter of motivation, (2) CV, (3) [P11 form](#) (click for form) and (4) testimonials/degrees/certificates to [pall@unhcr.org](mailto:pall@unhcr.org) and [vanschoo@unhcr.org](mailto:vanschoo@unhcr.org) indicating "Goodwill Ambassador PR & Social Media 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 Midday on Wednesday 2nd January 2019.**

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

**Interviews will take place on 9<sup>th</sup> – 10<sup>th</sup> January 2019.**