

## TERMS OF REFERENCE

### Internship – Communication and information

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|--------------------|-----------------------|
| <b>Title:</b>      | Intern                |
| <b>Reports to:</b> | Communication Officer |
| <b>Duration:</b>   | Six months            |
| <b>Location:</b>   | Bissau                |

#### Advertisement Text:

UNICEF promotes the rights and well-being of every Child, in everything we do. Together with our partners, we work in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children to the benefit of all children everywhere.

#### For every child, participation.

The UNICEF Internship Programme offers qualified and eligible students at both Headquarters (HQ) and Country Offices (CO) the unique opportunity to acquire direct practical experience in UNICEF's work and the United Nations system under the direct supervision of experienced UNICEF staff.

To be considered for an internship with UNICEF, applicants must meet the following requirements:

- Be enrolled in an undergraduate or graduate degree programme or have graduated within the past two years; and
- Good oral and written skills in English is required, knowledge of Portuguese or French is an asset
- Knowledge of relevant computer systems and applications; excellent knowledge of Search Engine Optimization; knowledge of Social media monitoring tools is an asset.
- Experience working with children / youth organisations is an advantage;
- Adequate knowledge of social media platforms, especially Facebook, Twitter, and YouTube
- Knowledge /experience of the video and/or photography is an asset
- Relevant communication skills (verbal and written)
- Have excellent academic performance as demonstrated by recent university or institution records

#### Purpose of the internship:

In collaboration with its partners, UNICEF is supporting the Government of Guinea-Bissau to promote child rights, knowledge, behaviour and social change for children, with particular focus on disadvantaged communities.

Through its Advocacy, Communication and Partnership (ACP) component, UNICEF programme is supporting the Government of Guinea-Bissau, non-governmental organizations and community leaders to promote child rights and conduct social and behaviour change communication activities at different levels of the society in Guinea-Bissau.

Communication and public advocacy is one of the key strategies used by UNICEF to put children on the public agenda and to foster an open dialogue on child rights among decision makers, partners, children, adolescents, and communities. UNICEF uses communication to advance programme results, raise awareness of the rights of the Child, give visibility to key donors and inform the public about its contribution in Guinea Bissau, utilizing various communication means, which include the organization of key public events, the collaboration with print and broadcast media for publications/programmes on children related issues as well as publications through on-line and social medial media. The documentation of the situation of children and UNICEF's work through videos, photos, and human-interest stories is therefore necessary to feed in these various communication channels.

UNICEF has been progressively investing in social media, reaching and engaging an increasing number of people. In addition, UNICEF has been regularly developing communication materials (factsheets, two-pager project proposals, folders...) to enhance the office's efforts to mobilize additional resources.

For this purpose, UNICEF Guinea Bissau is opening an internship opportunity for a dynamic and dedicated student in communication to perform the below-mentioned to strengthen his/her capacity.

The intern will be working under the supervision of UNICEF Communication Officer, who is under the Representative, in close collaboration with the Social Behavior Change Unit.

### **Tasks**

While carrying out the tasks assigned to him/her, the intern will acquire relevant experience and build/enhance his/her capacity in;

1. Planning, production, and dissemination of UNICEF Human Interest Stories, in collaboration with the relevant communication and programme colleagues;
2. Contributing to the development of content for UNICEF social media and the planning, posting and monitoring of these social media platforms, including the realization of social media events and/or campaigns;
3. Management of UNICEF public-facing website, as well as, its internet page;
4. Supporting the section in managing its multimedia database;
5. Production of multimedia content (video and photography), to showcase UNICEF 's work and the situation of children;
6. organizing UNICEF events, in collaboration with UNICEF partners, donors or government counterparts, including the media management component;
7. Contributing to the daily press review, including its properly filing/recording;
8. Preparing, editing and proof-reading UNICEF's documents (publications, posters, flyers, brochures, factsheets, reports);
9. Realizing the advocacy and awareness-raising youth-led activities, in partnership with the child parliament and young reporters;
10. Perform any other duties as required.

*Start date (indicative): 1 October 2022*

*Duration: The internship duration is three months with the possibility of extension up to a maximum of a total of 6 months. The candidates should indicate their availability in the cover letter.*

**Conditions of work:**

**Type of engagement:** full-time.

**Location:** Office-based in Bissau, office space and computer to be provided.

**Travel:** Service provision will include field trips to UNICEF project sites within the country and communities in which UNICEF is present. Whenever travel may be required, a Daily Subsistence Allowance (DSA) will be paid according to the UN staff regulations and rules.

#### **UNICEF Values:**

##### **Core values:**

##### **For every Child, you demonstrate...**

UNICEF's values of Care, Respect, Integrity, Trust, and Accountability (CRITA).

Click [here](#) to learn more about UNICEF's values and competencies.

UNICEF is committed to diversity and inclusion within its workforce, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of the organization.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history, if any. Selected candidates may be required to provide additional information to conduct a background check.

#### **Qualifications:**

- *Enrolled in a first-level or advanced level university degree in communication or related areas, or have graduated within the past two years;*
- *Good command of English and storytelling skills are an advantage*
- *Knowledge of relevant computer systems and applications; excellent knowledge of Search Engine Optimization; knowledge of Social media monitoring tools is an asset.*
- *Good knowledge of social media platforms usage and monitoring, especially Facebook, Twitter, and YouTube, are an advantage*
- *Knowledge of video, photography, and search engine optimization are an advantage*
- *Experience with children/youth organizations;*
- *Knowledge of Drupal is an advantage*

##### **For every Child, participation...**

Our core values are Commitment, Diversity and Integrity and our Core Competencies in Communication, Working with People and Drive for Results.

UNICEF is committed to diversity and inclusion within its workforce and encourages qualified female and male candidates from all national, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of our organization.

  
**Prepared by: Wilson Gama**  
**Communication Officer**

**Date:** 01.09.2022

**Reviewed by: Jacques MABEA**  
**Deputy Representative-Operations**

**Date:**  01/08/2022

**Approved by: Luula Mariano**  
**Representative (OIC)**

**Date:**  02/Aug / 2022