

Assignment Title: Graphic Design Intern – Communications, UNICEF Laos

Location: Vientiane, Lao PDR

Section: Communications & Advocacy

Type of Contract: International internship

Post Level: Intern

Languages Required: English

Starting Date: 1 June 2023

Expected Duration of Assignment: 2 months

Background

The main mission of UNICEF is to promote the rights of every child everywhere. More specifically UNICEF's programmes promote equity and target the children and families who are most disadvantaged and excluded. UNICEF Lao PDR Country Office works with government and civil society organisations to ensure that the child rights and the mandate as outlined in the Convention on the Rights of the Child is fulfilled and contributes towards the country's development programmes.\

Early childhood development (ECD) is one of key programme areas of the current UNICEF Lao PDR country programme cycle 2022-2026. As UNICEF Lao PDR celebrates it's 50th anniversary in the country, the Communication section is seeking a design intern to support with materials on parenting and UNICEF at 50 celebrations.

In response to this situation, UNICEF has been working with relevant ministries of the Lao PDR Government to develop and support parenting education and ECD programmes. Recognizing the impact that parents and caregivers can have on the first years of their children's lives and their future cognitive, social and emotional development, UNICEF Laos has committed to working with the Lao Women's Union (LWU) and other Government counterparts and development partners to develop and deliver a parenting education package Love and Care for Every Child (LCEC) that empowers and motivates parents to adopt healthy behaviours that contribute to their children's optimal development.

Description of Duties

Under the direct supervision of the Chief of Communications, the intern will undertake the following tasks:

- Assist in designing the visual identity and branding elements for UNICEF Laos 50th anniversary celebrations
- Assist the SBCC team with the development of promotional materials for the parenting package
- Collaborate with the Communications team to develop key messaging and artwork for the anniversary event, incorporating themes of child welfare, education, and health
- Prepare/revise relevant marketing materials, such as posters, banners, and social media graphics, to align with the anniversary branding
- Assist in designing key infographics and artwork to showcase UNICEF Laos' achievements over the past 50 years

Results/Expected Outputs:

- Creation of a cohesive visual identity and branding for the UNICEF Laos 50th anniversary celebrations
- Design of artwork and key messaging for the anniversary event, promoting awareness and engagement • Production of various marketing materials and content for print, digital, and social media platforms, showcasing the organization's impact and accomplishments
- Contribution to documentation of activities, and submission for publications, social media/websites, newsletters, and other channels

Experience and education requirements

- Enrolled in a degree programme in an undergraduate or graduate school, or be a recent graduate;
- Proficient in at least one of UNICEF's working languages: English, French or Spanish and fluent in the working language of the office they are applying to;
- Have excellent academic performance as demonstrated by recent university or institution records.

The intern should be:

- Familiar with and understand international and/or economic development issues
- Familiar with multi-culture environment would be an asset

Availability:

- Desired role period for 2 months (June and July 2023), Monday to Friday (full time – 5 days per week)

Conditions of the Internship:

The intern who are not in receipt of the financial support from any sources will be provided by UNICEF with 70% of the monthly Salary of the GS level 3 step 1 in the duty station.

UNICEF will cover the cost for field trips if such are needed in the course of the assignment and access to telephone, printer, and other necessary equipment required for the assignment.