

TERMS OF REFERENCE FOR COMMUNICATION INTERNSHIPS

The intern is expected to perform this assignment full-time office/home based.

Duty Station: Yerevan, Armenia

Supervisor: Communication Officer (Digital Governance)

Time-frame: from 10 April 2024 to 9 October 2024 (6 months)

Purpose of Activity/Assignment:

Under the guidance of the Digital Governance Officer, and in coordination with Programme units, Communication Programme Intern is accountable for supporting the implementation of advocacy and communication to be the leading voice for children, expand reach, and engage people to take action for children.

Scope of Work:

Since 1994, UNICEF works in Armenia to support the government in the design and implementation of policy reforms to address gaps in the fulfilment of the rights of Armenian children, with a particular focus on the vulnerable and excluded. Until December 2025, the country office will be guided by the latest Country Programme Document (CPD) focusing on universal, inclusive and shock-responsive social protection system; universal, affordable, accessible and quality health system; age-appropriate, life-long learning and inclusive and quality education in an enabling and safe environment, and child rights architecture, including a continuum of child protection services, justice for children and improved knowledge and skills of parents/caregivers. In light of the above, UNICEF communication and advocacy will aim to strengthen trust, showcase programme results, and raise awareness around the issues and challenges faced by children and adolescents.

Work Assignment overview Task/Milestone:	Deliverables/ Outputs	Timeline:	Estimate Budget
Update photo database on WeShare platform	WeShare database is fully updated with photo packs developed during the reporting period and relevant captions are developed for each photo pack and photo	Monthly	n/a
Update SharePoint site and archive necessary assets	SharePoint sites and all databases regularly updated	Bi-weekly or as needed	n/a
Support the development of information materials, including translation	n/a	Daily or as needed	n/a
Help track mass media coverage related key performance indicators; help track other relevant key performance indicators when assigned	Media monitoring files updated regularly	As needed	n/a
Support with strengthening fundraising databases and profiling		Quarterly or as needed	n/a
Contribute to generating digital analytics for informed decisions	Instagram channel, particularly, Stories section is updated and messages on SM channels are responded	As needed	n/a
Translate and proofread communication materials, when	n/a	As needed	n/a

necessary			
Support the management of digital channels, from posting to analytics and responding to messages	n/a	Daily or as needed	n/a
Support the development of social media calendar and campaigns in line with monthly editorial calendar	n/a	Monthly or as needed	n/a
Provide organizational support for events/exhibitions, including pre-event verification calls, when necessary	n/a	As needed	n/a
Monitor online media for child and adolescent related news	n/a	Daily	n/a
Minimum Qualifications required:	Knowledge/Expertise/Skills required:		
<input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> <input type="checkbox"/> Other:	Work experience: <ul style="list-style-type: none">• Volunteer experience		
Enter Disciplines:	Language Proficiency: <ul style="list-style-type: none">• Sound knowledge of Armenian and English		
Media, Journalism, or Communications (selected intern should be enrolled in a degree programme in an undergraduate or graduate school, or be a recent graduate - have graduated within the past two years).	Other skills and Attributes: <ul style="list-style-type: none">• Advanced knowledge of standard computer applications, including MS Office• Strong organizational, communication and interpersonal skills• Flexibility and adaptability to changes		
Benefits and Terms of Internship <ul style="list-style-type: none">• As part of the internship, the intern will have the opportunity to learn in-depth about the field of mass communication, including public advocacy, digital communication, management of social media channels, monitoring and evaluating communication work, including media monitoring. The intern will get familiarised with how UNICEF country offices operate in Armenia and worldwide.• In accordance with UNICEF’s guidelines, the intern will be paid a monthly stipend of AMD 55,000 for full-time work.• UNICEF will provide relevant documents such as proof of internship upon completion.• Interns may take up to 2.5 days per month off work for any reason, including for medical reasons. The stipend will be reduced for any absence beyond this quota.• There is no expectancy of employment at the end of the internship assignment.			
Terms of the application: <p>The deadline for the submission of applications is 23 February 2024.</p> <p>Applications should include:</p> <ul style="list-style-type: none">• Cover letter;• CV with links to any social media pages that you have managed or content produced;• Proof of bachelor’s/master’s degrees• All qualified applicants should apply online, using the UNICEF E-Recruitment system and following the online application link. <p>Incomplete applications will not be considered.</p>			

