INTERNSHIP

To support in the management of all social media channels of the UNCCD Capacity Building Marketplace

Background

The UNCCD Capacity Building Marketplace is an effective platform for the collection, storing and sharing of all relevant information and experiences of, and on capacity building within or related to the UNCCD process. This Marketplace is a space and mechanism promoting the most diverse, innovative and best opportunities to build and strengthen capacity, and for encouraging development of new pathways and possibilities in this field. It is ultimately a “one-stop shop” on matters relating directly or indirectly to capacity building within the framework of this process.

The Marketplace is an interactive medium where inter alia:

➢ Diverse opportunities for relevant capacity building are promoted, including opportunities for: Employment (including consultancies), Volunteerism, Internships, Study and Research grants, and Crowdfunding.
➢ E-learning in matters pertaining to capacity building within the framework of the objectives of UNCCD;
➢ Online forums, webinars and trainings are held;
➢ Synergies with other sustainable development conventions in the area of capacity building are promoted;
➢ Every section of the public has the opportunity to contribute to the further development and strengthening of capacity building within the framework of the UNCCD process.

In order to ensure that the products of the Marketplace reach each and all who need them, great use is made of various pathways of engaging the public, including social media channels. The incumbent shall assist the Marketplace Team in the efficacious managements of these channels.

Duties and Responsibilities

Under the direct supervision of the Capacity Development and Innovations Officer, the intern will assist in the management of all the Marketplace’s social media channels. Specific tasks will include:

➢ Manage social media external communications;
➢ Contribute to the UNCCD CBM communications and social media strategy development and implementation;
➢ Contribute to the social media general monitoring, content planning and production;
➢ Monitor social media for the content relevant to the UNCCD mandate;
➢ Contribute to the development of communication and promotion tools for online or offline use;
➢ Regularly assess the effectiveness of the UNCCD CBM communications channels and test the effectiveness of communications activities.
➢ Prepare content for social media and upload this content for publication.
➢ Assist in research for preparing online (e-learning) courses related to Capacity Building within the framework of the UNCCD;
➢ Perform other duties as determined by the supervising officer that relate to this internship.

Competencies

**Communication**: Speaks and writes clearly and effectively; is familiar with the basic principles of journalism; is a clear and confident communicator and presenter, able to engage a wide range of audiences; capable of tracking, measuring, analyzing and reporting on communications efforts; listens to others; asks questions when clarification is needed and exhibits interest in having two-way communication; tailors language, tone, style and format to match the audience; has a strong knowledge and understanding of current trends in digital media/social media on an international level as well as communications practices, tools and techniques; has strong writing, editing, proofreading skills in all relevant genres (press releases, analysis, social media, etc.); demonstrates openness in sharing information and keeping people informed.

**Teamwork**: Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others’ ideas and expertise; is willing to learn from others; supports and acts in accordance with final group decision.

**Client Orientation**: Considers all those to whom services are provided to be “clients” and seeks to see things from clients’ point of view; identifies clients’ needs and matches them to appropriate solutions; meets timeline for delivery of products or services to client.

**Creativity**: Actively seeks to improve programmes or services; offers new and different options to solve problems or meet client needs; promotes and persuades others to consider new ideas; takes an interest in new ideas and new ways of doing things.

Expected Qualifications/Skills

To qualify for an internship with the UNCCD the following conditions must be met:

(a) Be enrolled in the final academic year of a first university degree programme (minimum Bachelor's level or equivalent);
(b) Have graduated with a university degree and, if selected, must commence the internship within a one-year period of graduation. Applicants who are unable to commence the internship within one year of graduation shall not be accepted.
- Research skills: ability to perform effective and efficient internet searches, and desk research
- Writing skills: Ability to draft and edit content in Spanish for publication;
- Planning and organizing: Ability to work in an organized and structured way
- Computer literate, with sound knowledge of and ability to use Microsoft Office Suite
- Ability to write reports and correspondences in English.

**Language requirements**

English and French are the working languages of the UNCCD Secretariat. For this internship, excellent oral and written is required in the language in which the intern will work i.e. English. Knowledge of other official UN languages is an asset.

**Work Experience**

Applicants are not required to have professional work experience to be accepted for this internship. It would be a great advantage if an applicant:

- Has a knowledge and active interest in graphic design and video editing using such tools as, for example, Photoshop, Illustrator and Adobe Premiere;
- Has experience in marketing and communications, ideally in a non-profit situation;
- Has a prior experience of running successful social media campaigns, developing and implementing communications strategies;
- Has layout and design skills;
- Has knowledge of web and print-based marketing material.

**Duration**

This internship is based in UNCCD Office in Bonn, Germany. It is full time, i.e. 5 days a week, 8 hours per day, for a minimum of 3 and a maximum of 6 months. Start date is: **15 February 2020**.

**Submission of application**

Internship application forms can be found at: [http://www2.unccd.int/about-us/secretariat/vacancies/apply-unccd-internship](http://www2.unccd.int/about-us/secretariat/vacancies/apply-unccd-internship). Your completed application form including ALL of the documents listed below are required and should be submitted by e-mail to staffing@unccd.int, specifying in the subject line: **CBM Internship – Management of social media channels**.

The deadline for applications is **20 January 2020**. Only applications submitted by the deadline and meeting the requirements will be considered. No telephone calls will be returned. Please address your application as indicated below and please do not address or copy your application to an individual at the Secretariat.

Applicants must attach ALL of the following documents to each application:

1. Acceptance and Undertaking (Conditions and Annex form-available on the above link)
2. Cover letter stating the reasons for applying.
3. Two letters of recommendation;
4. Proof of enrolment from current University (if not graduated) or Copy of degree certificate (if you have already graduated);
5. A scanned copy of the applicant’s valid medical insurance or a signed statement confirming intent to obtain medical insurance while in Germany.

Your Cover Letter must include:
✓ Your availability (dates) for the internship;
✓ Your Degree Programme (What are you currently studying or have recently graduated from?);
✓ Your Graduation Date (When will you graduate or when did you graduate from the programme?);
✓ Explain why you are the best candidate for this specific internship;
✓ Explain your interest in the UNCCD

Incomplete applications will not be reviewed.

Special Notice
Internship with UNCCD is unpaid. Interns are not financially remunerated by the UNCCD. Costs and arrangements for travel, visas, accommodation and living expenses are the responsibility of the intern or his/her sponsoring institution