
Internship Opening No.: ITC/IP/13/2024

Date: 27 May 2024

The International Trade Centre is looking for a/an:

Communications and Events Intern

Division/Section:	Division of Sustainable and Inclusive Trade, Women, Youth, and Vulnerable Communities Section (DSIT/WYVC)
Type of internship:	Regular
Duty Station:	HQ (Geneva, Switzerland)
Duration of assignment*:	3 months starting 1 July 2024, with possibility of extension up to a maximum of six months
Application period:	27 May 2024 – 15 June 2024

**The general rule is that internships are full-time. In case of part-time work authorised by OCPM, the hiring manager is responsible to ensure that work schedule and duration are adjusted as per the OCPM approval.*

Terms of Reference

BACKGROUND:

The International Trade Centre (ITC) is a joint agency of the United Nations and World Trade Organization based in Geneva. ITC's mission is to enable small business export success in developing and transition- economy countries, by providing, with partners, sustainable and inclusive development solutions to the private sector, trade support institutions and policy makers.

ITC recognizes that Gender Equality is a right in and of itself and a requisite for sustainable development. All women everywhere have the right to a decent income, employment, working conditions and a choice and voice in shaping their economic context. It is in this context that ITC developed a Gender Moonshot, which serves as its strategy to become more inclusive, results-driven, and future-oriented.

A key objective of the Gender Moonshot is to strengthen gender mainstreaming across ITC projects and programmes. To further strengthen its internal coordination mechanism in order to a) improve the quality of gender mainstreaming across ITC projects, b) increase the visibility of ITC women and trade agenda across all ITC projects, and c) create new services, knowledge products and tools.

DESCRIPTION OF DUTIES/RESPONSIBILITIES

Under the supervision of the ITC SheTrades Initiative's Head of Communications and Project Manager, the selected candidate will carry out the following duties:

Social Media Content Development and Management

- Provide support and assistance with drafting and editing, scheduling and publication of social media content using both Microsoft Teams and Trello;
- Prepare digital cards, carousels, flyers and other visual assets using existing templates available

Research and Writing

- Prepare questions and conduct interviews with project clients;
- Conduct research to support the development of key messages and communications guidelines;

- Support with drafting and editing web stories, press releases and other programme-related products (e.g. concept notes, flyers, brochures, etc);
- Assist in the drafting and assembling of newsletter content, in close collaboration with project teams and experts, and using ITC and programmatic tools and templates

Publications

- Coordinate publication workflow in collaboration with project teams and experts;
- Prepare relevant social media content and products to promote publications, using templates or assets made available by the programme

Design and Branding

- Coordinate workflow for the development or upgrading of SheTrades assets, in close collaboration with the programme and graphic designer, and in accordance with established workplan provided by SheTrades;
- Prepare design briefs to support the development of SheTrades assets

Event Management Support

- Provide coordination support for both high-level events and project-level activities, such as the SheTrades Hubs Annual Meeting, ITC SheTrades' participation at the WTO Public Forum, SheTrades Hub launches, among others;
- Assist the programme with communications-related tasks for before, during and after high-visibility events and project activities (e.g. social media, photography coordination, press releases, web stories, etc)

Platform Management Support

- Support with the regular updating of content on SheTrades.com
- Assist with monitoring and coordinating web development processes, in close collaboration with the SheTrades web developer

REQUIREMENTS

Education: either:

- a) Be enrolled in the final academic year of the first university degree programme (minimum Bachelor's level or equivalent); or
- b) Be enrolled in a graduate school programme (second university degree or equivalent, or higher); or
- c) Have graduated with a university degree (as defined above) and, if selected, must commence the internship within one year of graduation.

In one of the following fields or similar: Communications, Journalism, Business and Marketing, International Development, Social Sciences and Humanities, or related fields.

Work Experience

- Previous experience or internships in communications, social media management, web development, journalism, graphic design would be an asset.
- Experience working on gender issues is an advantage.

Languages and Skills:

- Full proficiency of the English language, both spoken and written; working knowledge of French is an asset.
- Computer literate, particularly with relation to Microsoft Suite and Canva.
- Excellent communication and analytical skills and the capacity to present findings clearly in writing and orally.

- Accuracy, flexibility, and ability to work under pressure and tight deadlines.
- Experience with Canva and Adobe Suite applications is a plus.

LEARNING ELEMENTS:

- Enhance communications skills through implementing the SheTrades Communications strategy and gaining practical experience in social media and email marketing, product development for diverse stakeholders and purposes (e.g. digital cards, brochures, flyers, newsletters, videos and other programme-related assets) and platform management and development.
- Develop proficiency in project and stakeholder coordination through organizing and coordinating high-level events and project-related activities, including logistics management, communications and media, budget management. Learn how to effectively support the implementation of Geneva- and country-based events and activities, working closely with a multitude of stakeholders from the trade and business ecosystem.
- Develop a solid grasp of the nexus of trade and gender at the SME and producer, institutional, national and multilateral levels by undertaking regular research, writing and communications work for a broad range of stakeholders. Gain insights into the implementation of projects in target countries, collaborating with in-country teams and partners.
- Develop proficiency in project management techniques, by enhancing skills in organizing and coordinating events and training programs, including logistics management, scheduling, and budgeting. Learn how to effectively support the implementation of projects in the field, collaborating with officers and country partners.

EXPECTATIONS:

On completion of the assignment, the intern is expected to:

- Have a firm grasp of the importance of advancing women's economic empowerment through trade and the multiple channels through which this can be achieved;
- Be able to articulate complex ideas into effective written and visual content for various digital channels (e.g. web, social media, press, etc) and communications products;
- Understand how to tailor his/her/their communication strategies and writing styles to suit the needs of diverse stakeholders;
- Have an increased understanding of how to plan, monitor and implement high-visibility events, including how to coordinate multiple stakeholders and vendors;
- Work collaboratively with team members and stakeholders to achieve programmatic and organizational goals;
- Demonstrate professionalism, attention to detail, and strong organizational skills in a fast-paced multicultural work environment.

HOW TO APPLY:

Interested candidates should register on the Internship Roster:

<https://hrapps.intracen.org/internsonline/Login.aspx?ReturnUrl=%2finternsonline%2fdefault.aspx> and email their CVs and Motivation Letters to Mr. Edison Yap at womenandtrade@intracen.org.

- Kindly use the following format in your email subject: "Application for SheTrades Communications Internship: First Name, LAST NAME"
- Applicants are welcome to include links to past non-academic writing samples or your portfolio of work.

ITC champions workforce diversity, inclusion, gender equality and gender parity and considers all qualified persons - of all genders - equally, including those with disabilities, without discrimination or prejudice of any kind.