Terms of Reference - ITC Internship Programme
Communication support for e-commerce projects

Division: Division of Enterprise Competitiveness and Institutions, DECI

Section: Section of Enterprise and Competitiveness, SEC

Location: Remote working location

Name of supervisor: Cristina Collado Martí

Duration: 6 months, starting on 9/01/2023 and ending on 7/07/2023

Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization (WTO) 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 policymakers.

The ITC ecomConnect Programme actively supports micro, small and medium-sized enterprises (MSMEs) on their digital journey through its capacity building, research and facilitation of innovative solutions, collaborative structures, partnerships and digital tools and technologies. Through the recently developed online community platform ecomConnect.org, the ITC ecomConnect Programme brings together micro, small and medium-sized companies, start-ups, organizations and business experts in e-commerce to build-up connections with e-commerce businesses and experts, acquire digital expertise and learn new skills through free resources, such as online courses, tools, guidelines, success stories, live webinars and Q&A sessions.

ITC would like to onboard and intern to:

- Support the implementation of the “SheTrades Latam & ecomConnect: Empoderando a mujeres en E-commerce” project in Latin America. The programme is supporting 1,000 women-led businesses in Argentina, Chile, Colombia and Uruguay to sell online through a virtual learning training that started in October 2022 and will last until June 2023. The project might include beneficiaries from other four additional countries.

  The project offers a self-driven virtual learning space for participants to follow the programme. The self-driven course is complimented by live webinars taking place weekly.

- Support the promotion of the ecomConnect Programme as a whole and, more specifically, of its online community ecomconnect.org – an online community of e-commerce professionals to foster e-commerce learning and business opportunities around digital trade.
Duties and responsibilities

Under guidance from the ecomConnect team, the intern is expected to undertake the following tasks:

**SheTrades Latam & ecomConnect (60% time)**

- Familiarize with the SheTrades Latam & ecomConnect project and activities.
- Create and disseminate a weekly email campaign to remind participants about virtual events using an email marketing tool provided by ITC.
- Share a curated weekly post on the virtual learning platform to provide participants with tips to improve their social media presence.
- Contribute to adapting project flyers and brochures.
- Assist in updating the project page for the ITC corporate website.
- Identify and report participant’s feedback.
- Desk research of potential private enterprise partners (e.g. online payment providers, logistic providers, e-commerce platforms, design universities, etc.) in each country to support businesses in their e-commerce journey.

**ecomConnect Programme (40% time)**

- Familiarize with the ecomConnect programme and activities
- Update the programme promotional materials (programme presentation, brochures, and flyers), content will be provided by ITC
- Create infographics for ecomConnect project 2022 results
- Review the e-learning materials, videos, and links on the ecomConnect.org
- Create social media posts (including visual and caption) for 3 events per month. The social media templates will be provided by ITC but should be adapted by the intern
- Desk research on potential speakers (experts, inspirational entrepreneurs, etc.) for the “Ask the Expert” (technical workshops) and “Get Inspired” (interviews with inspirational entrepreneurs) events community monthly events.
- Support the ecomConnect team at ITC and the ecomConnect.org community manager during the live webinars

**Qualifications:**

**Educational requirements:**

a) Be enrolled in the second or final academic year of the first university degree programme (minimum Bachelor’s level or equivalent);

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 in (a) and (b) above) and, if selected, must commence the internship within one year of graduation.

**Relevant field of studies:** marketing, advertising, journalism, media studies, economics, business administration, or related field.

**Experience requirements:**

- Experience in the area of social media management and project implementation
- Good content creation and editing skills (Adobe Photoshop, Canva, etc.) for social media
- Knowledge of email marketing tools
- Interest and experience in working in multicultural environment
- Knowledge of the Latam e-commerce ecosystem is a plus
Location requirements:
The remote programme is open to candidates from developing countries, least developed countries, small island states, low-income and post-conflict countries. Ideally, remote interns should be based in the respective country (developing, least developed, small island state, low-income or post-conflict country), but students who temporarily reside in a developed country because of their studies, are now also eligible.

Languages
Excellent knowledge of English and Spanish. An excellent level of French is an asset.

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

- Be able to successfully create and implement a communication and social media campaign
- Be able to successfully communicate and coordinate stakeholders across borders
- Be able to successfully coordinate events, workshops, and trainings, whether online or in person;
- Have acquired a clear understanding of the key challenges in e-commerce in developing countries.
- Have participated in conferences and workshops related to e-commerce, entrepreneurship and trade and development.