



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

TERMS OF REFERENCE UNDER INTERNSHIP AGREEMENT

Title:	Intern (Social Media Content Management)
Main Duty Station and Location:	UNIDO Country Office Indonesia, Jakarta
Start of Contract (EOD):	15 September 2021
End of Contract (COB):	14 March 2022

ORGANIZATIONAL CONTEXT

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mission of UNIDO, as described in the Lima Declaration adopted at the fifteenth session of the UNIDO General Conference in 2013 as well as the Abu Dhabi Declaration adopted at the eighteenth session of UNIDO General Conference in 2019, is to promote and accelerate inclusive and sustainable industrial development (ISID) in Member States. The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized by the 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs), which will frame United Nations and country efforts towards sustainable development. UNIDO's mandate is fully recognized in SDG-9, which calls to "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation". The relevance of ISID, however, applies in greater or lesser extent to all SDGs. Accordingly, the Organization's programmatic focus is structured in four strategic priorities: Creating shared prosperity; Advancing economic competitiveness; Safeguarding the environment; and Strengthening knowledge and institutions.

Each of these programmatic fields of activity contains a number of individual programmes, which are implemented in a holistic manner to achieve effective outcomes and impacts through UNIDO's four enabling functions: (i) technical cooperation; (ii) analytical and research functions and policy advisory services; (iii) normative functions and standards and quality-related activities; and (iv) convening and partnerships for knowledge transfer, networking and industrial cooperation. Such core functions are carried out in Departments/Offices in its Headquarters, Regional Offices and Hubs and Country Offices.

The Intern shall work under the direct supervision of an officer designated by the UNIDO Country Representative in the UNIDO Country Office in Jakarta, Indonesia.

Project context

This internship position is located in the UNIDO Country Office in Jakarta, Indonesia. The internship activities consist in the social media management of PCBs Project Management (Introduction of an Environmentally Sound Management and Disposal Systems for PCBs Wastes and PCB-contaminated Equipment). The intern for Social Media Graphic Design is required to support the awareness raising and advocacy campaigns for Environmentally-Sound Management (ESM) and Disposal System for PCB Wastes and PCB Contaminated Equipment. The main expected output is to increase social media traffic through providing meaningful content and engaging visual communication design to ensure that the PCBs Project initiatives are well communicated to all stakeholders through social media.

The duration of an internship at UNIDO is between three to six months, is UNPAID and full-time. Interns work under the supervision of a staff member, in the department or office that they are assigned to. Interns shall cover all costs associated with their internship, including visas, travel to and from the duty station, insurance, transportation, accommodation and living expenses.

GENERIC DUTIES AND RESPONSIBILITIES

The Intern shall be engaged as follows:

- a. Exposed to the regular core functions of the UNIDO Indonesia PCBs Project and as such shall have the opportunity to observe the day-to-day operations and engage in on-the-job training in specific actions delegated by the Supervisor.
- b. Engaged in a specific self-contained assignment described below:

Tasks	Indicators
1. Assist in the development of a communication strategy on social media activities by preparing, uploading and monitoring the content of social media on PCBs Social Media, considering outreach for different group of stakeholders.	Regular updates on the PCB social media activities (number of posts etc.).
2. Regularly monitor and respond to social media posts and ongoing discussions among platform users, check online questions or feedback.	Increase response from viewers, followers to the social media posting through comments, question and discussion.
3. In line with the organization corporate identity, produce and prepare relevant, authentic, high-quality social media content that supports project's target awareness: positive messages, inspiring quotes, news and updates.	Provide an attractive social media content in order to increase of the followers and audience of PCBs platform
4. Use social media tools like Hootsuite, TweetDeck or Buffer to manage multiple sites at once	PCBs social media platform becomes more manageable and attractive to different groups of stakeholders.
5. Select, track, analyse and regularly report on social media performance (using matrixes) for further data analysis, using web tracking tools like Google Analytics, Social Reports or Bitly	The development of PCBs social media content becomes easy to monitor through the good reporting and analysis of the social media activity.

- c. Prepare an end-of-internship report; to be submitted to and cleared by UNIDO Internship Coordination.
- d. Other Special emerging Projects that may enhance the learning experience of the Intern.

MINIMUM ORGANIZATIONAL REQUIREMENTS

Age: Minimum 20 years on the first day of the internship.

Education: Enrolled in a university degree programme on Communications or other related studies; or begin the internship within one year of completing a university degree; or completed a university degree and be sponsored as part of an academic or development programme.

Field of specialization: Social Media Systems and/or Communication.

Languages: Fluency in written and spoken English is required. Knowledge of another official United Nations language (Arabic, Chinese, French, Russian and Spanish) is an asset.

Other skills: Additional skills in graphic design tools such as Corel, Photoshop and/or Adobe InDesign would be considered an asset.

CORE COMPETENCIES

Core values:

WE LIVE AND ACT WITH INTEGRITY: work honestly, openly and impartially.

WE SHOW PROFESSIONALISM: work hard and competently in a committed and responsible manner.

WE RESPECT DIVERSITY: work together effectively, respectfully and inclusively, regardless of our differences in culture and perspective.

Key competencies:

WE FOCUS ON PEOPLE: cooperate to fully reach our potential –and this is true for our colleagues as well as our clients. Emotional intelligence and receptiveness are vital parts of our UNIDO identity.

WE FOCUS ON RESULTS AND RESPONSIBILITIES: focus on planning, organizing and managing our work effectively and efficiently. We are responsible and accountable for achieving our results and meeting our performance standards. This accountability does not end with our colleagues and supervisors, but we also owe it to those we serve and who have trusted us to contribute to a better, safer and healthier world.

WE COMMUNICATE AND EARN TRUST: communicate effectively with one another and build an environment of trust where we can all excel in our work.

WE THINK OUTSIDE THE BOX AND INNOVATE: to stay relevant, we continuously improve, support innovation, share our knowledge and skills, and learn from one another.

LEARNING ELEMENTS

- Become acquainted with the most up-to-date technical, economic and industrial developments in the relevant field of specialization of the social media management under UNIDO Indonesia PCBs Project. Furthermore, he/she is expected to deepen his/her knowledge in the fields of new product/services and process design.
- Gain experience in project design/management.
- On the job training: participation in every phase of the working process.
- Gain experience in working effectively in a diverse and multi-cultural environment.