

## **Terms of Reference**

### **ITC Pilot Remote Internship Programme**

**Internship title:** Communications Internship

**Division (in full):** Division of Country Programmes (DCP)

**Section (in full):** Office for Asia and the Pacific (OAP)

**Supervisor:** National Project Coordinator

**Duty station:** Remote working location

**Internship duration:** 3 months, starting on 1 July 2022 and ending on 30 September 2022, with possibility of extension up to a maximum of six months.

### **Background**

*The International Trade Centre (ITC) is the joint agency of the World Trade Organisation and the United Nations. ITC is fully dedicated to supporting the internationalisation of micro, small and medium-sized enterprises.*

*As part of ITC mandate of fostering sustainable development through increased trade opportunities, The ASEAN Regional Integration Support by the EU – Lao PDR (ARISE Plus Lao PDR) promotes inclusive economic growth, climate change resilience, mitigating vulnerability and job creation in the country.*

*The project gears towards improving the country's overall business environment and increasing its participation in global value chains in two sectors: wood processing and coffee. The project's main partner is the Ministry of Industry and Commerce (MoIC) through its National Implementation Unit. An ITC Project Coordination Office, based in the Ministry of Industry and Commerce, supports the project implementation.*

### **Duties and responsibilities**

ITC is looking for a Communications Intern from 1 July to 30 September 2022, for a total period of 3 months (with possibility of extension for 3 additional months). Under the guidance of ARISE Plus's Project Coordinator, in close collaboration with the Communications Consultant

(based in Vientiane) and the communications focal point in the ITC Communications and events team (based in Geneva), the intern will support the implementation of the project's Communications and Visibility Plan and the Communications' Annual Workplan. This will include the following responsibilities:

- Assist in the implementation of communications outputs in the Communications Annual Workplan underpinned by the Communications and Visibility Plan.
- Contribute to develop, update and monitor communication materials (news articles, human interest stories, Facebook posts, etc.).
- Translate required documents and information, education, and communication (IEC) materials from Lao – English– Lao.
- Assist in disseminating information and IEC materials to project partners, stakeholders, and beneficiaries.
- Participate in the rollout and monitoring of social media outreach and campaigns in Lao language.
- Contribute to monitor local media (print and online) in terms of ITC's related stories and key interest areas.
- Participate and take notes of the meetings of the project communications working group meetings.
- Assist the Communications Consultant to facilitate in the United Nations Communications Working Group meetings and liaise with ITC's Communications and Events team.
- Assist in areas of the project and office-related work as assigned by the Project Coordinator or Communications Consultant or other ARISE Plus Lao PDR team members as assigned by the Project Coordinator.
- Contribute to develop two innovative communication products (i.e. script for a video, short animation and/or other sort of media outreach) with the support from the project team.

### **Qualifications, competencies and experience required**

At least undergraduate degree or equivalent in Mass Communications, Journalism, Marketing/Advertisement, International/Public Relations or other Social Science degrees.

### **Languages and skills**

- Good understanding of media in Laos
- Value in diversity and possesses the ability to work in multi-disciplinary and multi-cultural environment.
- Excellent writing and communication skills in Lao and English.
- Able to work under high pressure situations and responds effectively with stressful situations.
- Knowledge of the UN system or experience of UN/EU-related projects would be an asset.
- Intermediate English with adequate written and oral communication skills. Native Lao is mandatory.

**Training Components and Learning Elements**

- Gain meaningful work experience in the communication area of trade-related technical assistance aimed to expand their academic, professional and personal learning.
- Gain experience in the work of ITC and deepen knowledge and understanding of ITC's goals, mission and their concrete implementation.
- Gain knowledge of the UN system in Lao PDR: actors, mechanisms and activities.
- Gain knowledge and experience of the media ecosystem of Lao PDR.
- Participate in conferences and workshops related to the project.

**On completion of the assignment, the Intern is expected to:**

- Be able to draft several communication outputs (news item, Facebook post, other) according to the standards of ITC.
- Be able to take minutes of meetings related to project communication.
- Be able to efficiently monitor the communication footprint of a trade-related technical assistance project such as ARISE Plus Lao PDR.