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**UNESCO Sponsored Traineeship Programme**

**Terms of Reference**

**Trainee: Social Media & Web**

**GENERAL INFORMATION**

**Duration:** 12 months

**Location:** Paris

**Organizational Unit**: DPI – Social Media & Web

**Supervisor (name, title):** SUN Min, DPI, Chinese editor

**DESCRIPTION OF THE TRAINEESHIP**

Main duties and tasks will include, to:

* Produce social media content for the two Chinese platforms: Weibo and Twitter (Chinese). This would include work in following trending topics on major Chinese social media platforms and to advise on the communication strategy.
* Draft narrative text for social and story-telling through images and video; analyzing reactions from the followers.
* Provide support to the team in ensuring web content is refreshed and reflects the Chinese homepage’s orientation for news and feature stories that best tell UNESCO’s story to the public at large.
* Participate in relevant strategic meetings for ongoing enhancement of UNESCO’s social media and web outreach, as well as working on various media campaigns across the house.
* Maintain a close working relationship with colleagues working on the social media platforms of the other five languages.
* Contribute to the exploration of communicating UNESCO content on short video sharing platforms that are popular among the young in China, and the design, development and integration of new social media functionalities with a view to showcase UNESCO content far and wide.

**REQUIRED QUALIFICATIONS**

**Education:** Master’s degree or equivalent. Background related to social media and web content production and management;

**Subjects:** Generalist with the capacity to quickly distill a subject into its relatable parts for use on social media and web;

**Language skills:** Chinese, English and/or French.

**Competencies and skills:** Knowledge of and/or experience with Canva, Perfect Video, Hype Type, Lumen5, Wibbitz, iMovie, Quik and Hootsuite, and Drupal (web content). Other skills including writing for social and the web. Ability to work under pressure and in a team. Knowledge of analytics would be helpful.

**LEARNING OBJECTIVES**

At the end of the traineeship, the trainee should have:

1. Further improved his/her skills and experience on different aspects of production of social media and web content in a fast-paced environment in support of communication, in the specific context of UNESCO.
2. Acquired hands-on experience in working in an international organization and introduction to different aspects of ICT in a large organization.
3. Developed teamwork and communication skills in a multicultural environment.
4. Put into practice the knowledge and skills developed during his/her studies.

**ADDITIONAL INFORMATION**