



UNITED NATIONS
BARBADOS AND THE OECS

Anguilla•Antigua and Barbuda•British Virgin Islands•
Commonwealth of Dominica•Grenada•
Montserrat•Saint Lucia•Saint Kitts and Nevis•
Saint Vincent and the Grenadines

Terms of Reference
United Nations Resident Coordinator Office
Internship Programme

Title: Communications: Social media and Web Management Intern

Work Area: Resident Coordinator Office, Barbados and OECS

Duty Station: Barbados

Duration: Six months from February to July/August 2020

Start date: Early February /rolling basis

Background Information

The UN Secretary-General's bold new global reform, launched on 1 January 2019 in response to General Assembly resolution 71/243, repositions the UN Development System to deliver on the 2030 Agenda for dignity, prosperity and peace on a healthy planet.

Central to this process, and as further mandated by General Assembly resolution 72/279, a new generation of UN Resident Coordinator Offices across the world are being strengthened under the leadership of an empowered UN Resident Coordinator, the highest-ranking official of the UN Development System and Representative of the UN Secretary-General at country-level.

In order to effectively coordinate the collective work of the UN Sub-regional Team in support of national aspirations, Resident Coordinator Office for Barbados and OECS sub-region enhanced core capacities will include expertise in coordination and strategic planning, economics, tailored policy support, results monitoring and evaluation, strategic partnerships and robust communications.

The Resident Coordinator leads the United Nations Sub-regional Team (UNST) for Barbados and the Eastern Caribbean. The sub-region is comprised of seven countries Eastern Caribbean countries: Barbados, Antigua and Barbuda, Commonwealth of Dominica, Grenada, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, and three British Over-seas Territories: Anguilla, British Virgin Islands and Montserrat.

There are ten resident UN agencies based in Barbados and seven non-resident UN agencies comprising the United Nations Sub-regional Team (UNST) for Barbados and the OECS.

In this regard, the United Nations Resident Coordinator Office for Barbados and OECS is seeking a communications intern to support the Resident Coordinator's Office.

The position, located in the United Nations Resident Coordination Office (RCO) for Barbados and OECS (Bridgetown Duty Station), is under the overall guidance of the UN Resident Coordinator for Barbados and OECS countries and reports to the UN Strategic Planner/ Team Leader and the Programme Communications and Advocacy Officer. The intern will benefit from working in a multidisciplinary environment that will give him/her exposure to learn from different development areas.



Objectives and Terms of Reference for this Position

General Objective:

The United Nations Multi-Country Sustainable Development Framework (UN MSDF) defines how the UN will jointly achieve development results in partnership with 18 English - and Dutch-speaking Caribbean countries and Overseas Territories for the period 2017-2021. The MSDF articulates a vision for how the Caribbean will advance the 17 Sustainable Development Goals (SDGs) adopted by the region's governments, Across four cross-cutting priority areas:

1. An Inclusive, Equitable and Prosperous Caribbean
2. A Healthy Caribbean
3. A Safe, Cohesive and Just Caribbean
4. A Sustainable and Resilient Caribbean

This internship will provide the intern with (a) a good grounding in the various aspects of communicating the UN's development work under the UN Development System reform within the Sub-region, (b) knowledge in the regional and local implementation of UN Barbados and OECS key initiatives such as joint programmes and efforts carried out towards the implementation of the Sustainable Development Goals in the sub-region and (c) an understanding of how humanitarian development and human rights portfolios of the UN Agencies interrelate.

Through interfacing with the UN Sub-regional Team, the intern will gain an understanding of the complex challenges facing the Caribbean and the UN's efforts to support the achievement of the 2030 Agenda for Sustainable Development. The intern will contribute as part of the RCO to the Interagency Communications Group to communicate on the UN Development System reform objectives, the Sustainable Development Goals and UN Programmes in the Eastern Caribbean region.

The objective of this internship is to support the RCO's communication strategy particularly with social media and web site management, hence the intern will support with the following key duties and responsibilities.

Social Media management

- ❑ Define a social media calendar based on key planned inter-agency activities and UN days /events and generate content accordingly.
- ❑ Ensure daily monitoring of accounts and followers and monitoring the questions/comments (positive or negative) and respond with guidance from the Programme Communications and Advocacy Officer.
- ❑ Research content and materials to generate social media content.
- ❑ Produce and create engaging and valuable content for the UN's social media channels.
- ❑ Support the growth of the UN Sub-regional Team's (UNST) social media presence, through the creation, implementation and monitoring and evaluation of an integrated Social Media Strategy.



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- ❑ Work with the Programme Communications and Advocacy Officer in targeting an overall strategy for the Multi Country Office but also to specific countries.
- ❑ Monitor and present reports on social media developments and progress of users and suggest new areas for development.
- ❑ Create dynamics approaches to live streaming and other types of engagements/plug ins through the different social media platforms.
- ❑ Promote an interagency approach and content generation to social media.

Website and shared site management:

- ❑ Support the transitioning of the UN Eastern Caribbean website to the corporate site/layout, including back end needs.
- ❑ Manage the updating of the UNST website and shared site, including the design or upgrading of sections with additional site applications. Contribute to the development of an audio-visual archive of the UNST's development initiatives, inclusive of, but not limited to, developing communication materials (including photographs, blogs, videos) and templates for Agency usage.
- ❑ Contribute to the successful staging of UN Inter-agency events to convey defined messages, by designing banners, folders, logos and other PR materials, and providing logistical support as needed.
- ❑ Assist in the design and layout of bulletins, publications and other printing /audio visual materials.
- ❑ Assist in content creation/ provide inputs for press releases, human interest stories, newsletters, bulletins, pamphlets and other key outreach materials.
- ❑ Research and collect information on key UN target audiences and stakeholders and prepare short briefs on information collected.

General Responsibilities

- ❑ Support the updating of communications, media partner and other office databases.
- ❑ Assist with the procurement processes which may include supporting the development and review of relevant documents;
- ❑ Assist with event or meeting coordination and logistics.
- ❑ Provide secretariat support to office where needed.

Requirements

Eligibility

To qualify for the internship, applicants must currently be enrolled in a relevant academic programme or possess a degree in one of the following areas: Communications/Visual Communications, Information Management or similar degree programme. Graphic design knowledge or background is highly desirable. The intern should also fit one of the following streams:

- i. Post graduate student requiring practical experience in a development/communications area;
- ii. Undergraduate/graduate student interested in pursuing career in development or communications;



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- iii. Associate degree student interested in pursuing career in development or communications.

Professional Requirements or required Experience

1. Experience in content creation and engagement strategies for social media platforms.
2. Excellent ICT knowledge.
3. Experience in website management.
4. Excellent written and oral communication skills.
5. Ability to work well independently and collaboratively.
6. Experience using Adobe programmes will be an asset

Duration of internship

The duration of the internship is over a period of 6 months and the programme is flexible. The intern can work full time or part-time for 3 days a week. Working hours are 8:30 am to 5:30 pm. from Monday to Thursday, 9:00 am to 1:00 pm. on Friday.

Other Specifications

Remuneration:

According to UNDPs guidelines, the Intern will receive a stipend set at 45% of the UNDP Service Contract scale at the SC1/1 level at each duty station.

Application process:

Interested candidates should submit:

1. CV /resume
2. Brief statement of interest
3. At least 2 samples of work related to the TORs

All information should be submitted to communications.rco.bb@one.un.org. Shortlisted candidates may be invited for an interview and requested to provided letters of recommendations from professors/advisors.