**Terms of Reference**

**Internship**

**Division of External Relations, Global Communications Service, Social Media Section**

**Title:** Global Social Media Intern

**Duty Station:** Geneva, Switzerland

**Contract Type:** Internship

**Duration:** 6 months

**Expected start date: July 2023**

Organizational context

Established in December 1950, UNHCR is a global organization dedicated to saving lives, protecting rights and building a better future for asylum seekers, refugees, returnees, internally displaced communities and stateless people. Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. UNHCR currently operates in over 130 countries, using its long expertise to protect and care for millions.

UNHCR’s Global Communications Service (GCS) generates and maintains public interest and support for people forced to flee: including refugees, IDPs, and stateless among others. GCS produces and engages in strategic communications and content so UNHCR can lead the narrative, generate empathy and mobilize action. It employs a wide range of multimedia tools, working across text, photos, video, online and social media platforms for distribution and placement. It may communicate in collaboration with other UN bodies, civil society actors, Goodwill Ambassadors and high-profile supporters, as well as the forcibly displaced and stateless people themselves.

UNHCR’s Social Media team works seamlessly across several major time zones. The Social Media team is responsible for promoting and generating public interest in the whole of UNHCR’s work with an emphasis on storytelling to generate help for, restore and maintain hope for, and eventually facilitate the return home of refugees, other who have been forcibly displaced, and stateless people worldwide.

The position

The intern will work as part of the global Social Media Section and report to the Chief, Social Media Section based in Geneva. They will support the team with daily content research, copy writing, content production and community management.

Duties and responsibilities

* Assist the Social Media Section with daily social media outreach and engagement on Twitter, Facebook, LinkedIn and Instagram;
* Research, compile, draft and edit social media content, often under tight deadlines;
* Assist in developing simple visual products for social media platforms (quote cards, GIFs etc.);
* Assist in the production of Instagram Stories and TikTok videos;
* Liaise with the UNHCR office in China for content on Weibo and other Chinese language social media platforms;
* Assist with social media planning and scheduling using tools like Google Doc, Trello, ContentCal and native social platform publishing tools;
* Assist in the daily monitoring and analyze statistics related to social media content;
* Assist with community management of social media accounts;
* Prepare internal summaries and reports and support external presentations;
* Proactively contribute suggestions and ideas that will add value to UNHCR’s use of social media;
* Support social media content for international days and other key projects;
* Assist in the preparation of multimedia projects;
* Assist with uploading video files to Refugees Media and reflect content on the global Trello board;
* Support the Social Media Section during live events;
* Work closely with Social Media team and relevant UNHCR and external colleagues to ensure that projects are completed on time and inquiries are responded to in a timely manner;
* Effectively manage time and priorities to meet all of the above responsibilities;
* Assist on Social Media Team projects as needed.

Minimum qualifications required

* Degree in International Relations, Political Sciences or related field;
* Good understanding of social media platforms and the overall landscape of social media
* Experience writing for social media audiences;
* Demonstrated commitment or strong interest in international relations, refugee issues, and humanitarian response;
* Superior command of the English language with excellent written and oral communication skills;
* Good “social instincts” of what online audiences respond positively to;
* Proficiency in PowerPoint, Microsoft Word, Excel; social media and graphic design.

Eligibility

In order to be considered for an internship, candidates must meet the following eligibility criteria:

* Recent graduate (those persons who completed their studies within two years of applying) or current student in a graduate/undergraduate school programme from a university or higher education facility accredited by UNESCO; and
* Have completed at least two years of undergraduate studies in a field relevant or of interest to the work of the Organization.

**NOTE:** An individual whose father, mother, son, daughter, brother or sister is a staff member of UNHCR, including a Temporary Appointment holder is not eligible for an internship.

**Allowance:** Interns who do not receive financial support from an outside party will receive an allowance to partially help to cover the cost of food, local transportation and living expenses.

How to apply

(the operation does not need to fill this part, it will be filled afterwards by the sponsoring institution)

The UNHCR workforce consists of many diverse nationalities, cultures, languages and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce. Applications are encouraged from all qualified candidates without distinction on grounds of race, colour, sex, national origin, age, religion, disability, sexual orientation and gender identity.

UNHCR does not charge a fee at any stage of its recruitment process (application, interview, meeting, travelling, processing or training.

We welcome applications from candidates with a refugee or stateless background.