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**UNESCO Sponsored Traineeship Programme**

**Terms of Reference**

**Trainee in Communication Strategy**

**GENERAL INFORMATION**

**Duration:** 12 months

**Location:** UNESCO Abuja Multisectoral Regional Office (MSRO), Nigeria

**Organizational Unit**: Communications and Information Sector

**Supervisor:** Macaulay Olushola, NPO

**DESCRIPTION OF THE TRAINEESHIP**

**Implementation of the Abuja MSRO Communication Strategy**

* Assist in the coordination and implementation of the communications strategy of the Office;

**UNESCO Abuja MSRO Website**

* Assist in the establishment of an effective mechanism for website regular updates;
* Liaise with program specialists to ensure that the update mechanism is put in place and effectively implemented;
* Support the monitoring and compilation reports of website statistics on a regular basis and for ad-hoc needs.

**Communications and Advocacy materials**

* Contribute to innovative ideas for the designing and printing of communications materials (brochures, booklets, posters, flyers, save the date, infographics, making use of internal and external resources).

**Media relations and coverage:**

* Assist in the monitoring of UNESCO MSRO related news and articles.
* Collaborate with programme specialists to identify needs and generate innovative ideas to engage with, and reach out to key media houses in support of the Sectors’ works for visibility.

**Social Media**

* Coordinate the management of the UNESCO Abuja MSRO Facebook, Twitter and any other social media tool.

**Events:**

* Monitor regional and national events related to UNESCO Abuja MSRO work and assist in coordinating the office involvement;
* Support the management of patronage requests from other organizations.

**Knowledge management:**

* Update and maintain UNESCO Abuja MSRO resources: general contact database, calendar of events and pictures database.

**REQUIRED QUALIFICATIONS**

**Education:** BA/BSc in Communications or related topic. MA/MSc preferable.

**Subjects:** Communication, advocacy, design.

**Language skills:** Fluent in English (written and spoken); knowledge of French would be an asset.

**Competencies and skills:**

* Previous experience in communications.
* Highly organized and detail orientated.
* Can work under intense pressure without losing focus.
* Strong skills in time management and ability to meet tight deadlines.
* Good drafting.
* Good oral communication skills.
* Excellent computer skills, (world, Excel, PowerPoint), including good knowledge in the use of social media for awareness raising and communication.

**LEARNING OBJECTIVES**

The Trainee will gain knowledge and experience through interaction with the Director of a UNESCO Office, as well as Programme Specialists from different Programme Sectors in the region and at UNESCO Headquarters.

Involvement in interagency activities and One UN dynamic will also enhance collaboration and interaction with staffs from other UN agencies in Nigeria and other INGOs, IGOs, associations in the country and the Region (RC, UNDP, UNFPA, UNICEF, UNWOMEN, etc.).

Learning objectives will include more precisely:

1. Good understanding of UNESCO’s work and interventions in all Programme Sectors in its Member States in the ECOWAS sub Region, in particular the eight countries covered by Abuja office (Benin, Cote d’Ivoire, Guinea, Ghana, Liberia, Nigeria, Sierra Leone and Togo).
2. Good understanding of design and implementation of project and activities.
3. Good understanding communications activities within a UN environment.
4. Understanding of the “one communication” as part of the one UN reform process.
5. Practical skills for programme management including, strategic planning, project development, budgeting, implementation, monitoring and evaluation, reporting and communications using a Results Based management approach.
6. Exposure to and engagement within the work of UN system through UN Country Teams and the operationalization of One UN and Delivery as One processes and related activities.
7. Active involvement on the implementation of UNESCO strategic transformation reform and to the UN Reform at the field office level.