

TERMS OF REFERENCE- COMMUNICATION INTERN

About WFP

The United Nations World Food Programme (WFP) is the world's largest humanitarian agency fighting hunger worldwide. The mission of the WFP is to help the world achieve Zero Hunger in our lifetimes. Every day, WFP works worldwide to ensure that no child goes to bed hungry and that the poorest and the most vulnerable, particularly women and children, can access the nutritious food they need.

Purpose:

To perform general administrative and some specialised communications processes that support the creation of communications content and the delivery of communications services aimed at maintaining and enhancing WFP Guinea's visibility and reputation and supporting fundraising activities. The intern will report directly to the Communications Officer.

Key Responsibilities (not all-inclusive, nor exhaustive):

1. Support the implementation of the country office's communication strategy.
2. Provide support for the creation and editing of multimedia contents (photos, videos, audio scripts etc.), preparation of beneficiary stories and in the design of visibility items (posters, banners, roll ups etc.), to enhance coverage and support of WFP's activities, ensuring consistency with corporate messages and standards.
3. Provide coordination, administrative and specialised services, to support staff in the development, preparation and execution of communications campaigns for target audiences.
4. Participate in the management of the country office's social media account and in the development of a social media communication strategy.
5. Provide support for the organisation of special events to ensure visibility.
6. Provide support for managing and maintaining records and databases, such as journalist and media outlet contact list, publication tracker etc. to ensure the information is accurate, organised and readily available for others to access.
7. Distribute communications guidelines for WFP staff to refer to when creating content.
8. Provide support on developing CO's advocacy strategy and advocacy note for key external partners and donors, in coordination with partnerships team if needed.

Desired Skills/ Competences

- Exhibits specialised technical knowledge of communications channels processes, tools and techniques.
- In immediate area of responsibility, provides support in developing written, visual, audio and multi-media content for communications materials and suggestions for improved communications processes.
- Tracks progress toward goals and shares this information on a regular basis with supervisor.
- Fluent in English. Knowledge of the French language is also an asset.