

# UNESCO Sponsored Traineeship Programme

## Terms of Reference

### GENERAL INFORMATION

**Title:** Sponsored Traineeship – External Relations

**Organizational Unit:** *Priority Africa and External Relations Sector (PAX)*

**Location:** Paris, France

**Supervisor:** Nada Al Hassan (Ms.), Senior Coordinator, UNESCO Goodwill Ambassadors Programme

### DESCRIPTION OF THE TRAINEESHIP

Within this context, the Sponsored Trainee will be responsible for:

- Contributing to the implementation of the Goodwill Ambassadors Action Plan, on advocacy, and fundraising, in close cooperation with UNESCO programme sectors and field offices.
- Contributing to organizing nomination events, annual goodwill ambassadors' meetings, gala events, etc., including programmatic and logistical organization.
- Supporting the evaluation of Goodwill Ambassadors candidates, including the conduction of research on their biography, activities, and due diligence.
- Supporting the drafting of activity reports, statutory documents, project documents, fundraising documents, briefings, and correspondence.
- Supporting the day-to-day liaison with Goodwill Ambassadors, and programme sectors and field offices in ensuring the participation of Goodwill Ambassadors at their events, conferences, field projects, etc.

Creation and development of communication tools:

- Researching information, content and visual elements for the Program's communication tools.
- Translating and adapting communication campaigns for UNESCO.
- Collaborating to develop or optimize messages and tools for communication purposes.
- Contributing to the creation of online content and digital media (stories, videos, etc.)

### REQUIRED QUALIFICATIONS

**Education:** Advanced university degree (Master's degree or equivalent) in social and human sciences, such as liberal arts, international relations or political sciences, in project and events management, communication or related fields. A first-level university degree in combination with additional two years of relevant experience may be accepted in lieu of an advanced university degree.

**Experience (if any):**

- Preferably a minimum of 2 years of professional experience in international relations, project management, communication, fundraising, partnerships, or related areas.
- Experience in international settings or multicultural environments is desirable.
- Experience in public relations is desirable.

**Language skills:** Ex. Excellent knowledge of English or French; knowledge of another UNESCO official language is an asset. / Excellent knowledge of English or French and good knowledge of the other language.

**Competencies and skills:**

- Good organizational and project design skills
- Good analytical skills
- Excellent (oral and written) communication skills, including the ability to draft and produce a variety of written material in a clear and concise manner.
- Ability to work effectively in a team and to maintain good working relations within a multi-cultural environment.

## LEARNING OBJECTIVES

The incumbent will learn about the mandate on the United Nations and UNESCO. S/he will learn how an international organization functions, and how intergovernmental governance is exercised on day-to-day basis, within governing bodies and statutory meetings.

S/he will be able to learn about cultural, scientific, and educational diplomacy, in relation with the Goodwill Ambassadors various mandates, and interact with UNESCO programme sectors on their mandates and the large variety of activities that they implement.

S/he will develop their analytical skills, ability to synthesize information and prepare information and proposals for senior managers, including the Assistant Director-Generals and the Director General.

S/he will learn how to prepare high-level events, and develop planning and coordination skills, as well as flexibility and interpersonal skills.

S/he will deploy their creativity and interpersonal skills to conceive activities, communicate, interact, and maintain fruitful and good relations with the 100 UNESCO Goodwill Ambassadors.

S/he will learn how to prepare events with high-level participants, and how to plan cultural events and gala events.

## ADDITIONAL INFORMATION

Through the actions of its Goodwill Ambassadors, Artists for Peace and Champions, UNESCO raises public awareness of its mandate and programmes. Once appointed, these personalities agree to use their talent and fame to carry high UNESCO's values and goals, through the events that they organize, the projects that they carry out and the debates in which they participate.

The UNESCO Goodwill Ambassadors programme also increases the visibility of UNESCO's actions to make them more widely known to decision-makers and the general public, and, in some cases, to raise funds.

UNESCO Goodwill Ambassadors, Artists for Peace and Champions are designated by the Director-General for a period of two years, which may be renewed.

Individuals invited to serve as UNESCO Goodwill Ambassadors, Artists for Peace and Champions shall:

- Be widely recognized for their talent and accomplishments in the arts, sciences, literature, entertainment, sport, or other fields of public life;
- Be persons of integrity who demonstrate a strong desire to help mobilize public interest in, and support for, the purposes and principles of the United Nations and UNESCO, and who demonstrate the commitment and proven potential to reach out to significant audiences, including decision-makers;
- Possess the personality and dignity required to act in the capacity of a high-level representative;
- Be influential beyond national borders, to promote the values of the United Nations internationally;
- Be knowledgeable about United Nations and UNESCO's goals and activities and be able to articulate them.

Cooperation is facilitated by a Plan of Action established in liaison with each personality. These Plans of Action include activities related to one or several of UNESCO's fields of competence and all communication aspects.

Information on UNESCO's actions is regularly shared with Goodwill Ambassadors, Artists for Peace, and Champions.

Personalities who have served UNESCO for a long period may, after notification, bear the title of Goodwill Ambassador Emeritus.

Only personalities who appear on our list can claim the title of UNESCO Goodwill Ambassador, UNESCO Artist for Peace, or UNESCO Champion.

The UNESCO Goodwill Ambassadors programme is aligned with the United Nations Guidelines.

For more information: <https://en.unesco.org/partnerships/goodwill-ambassadors>