



INTERNATIONAL INSTITUTE FOR THE UNIFICATION OF PRIVATE LAW
INSTITUT INTERNATIONAL POUR L'UNIFICATION DU DROIT PRIVE

EN

**UNIDROIT Academy
China Scholarship Council
Senior Internship Programme
February 2025**

UNIDROIT 2025
Ref: AC/212
English only
February 2025

UNIDROIT DIGITAL COMMUNICATIONS SENIOR INTERNSHIP

Terms of Reference

GENERAL INFORMATION

Organisation: International Institute for the Unification of Private Law (UNIDROIT)

Job Title: Senior Intern

Positions Available: 1

Internship Duration: 12 months

Location: UNIDROIT Headquarters in Rome, Italy

Background: The International Institute for the Unification of Private Law (UNIDROIT) is an independent intergovernmental organisation that was originally established in 1926 under the auspices of the League of Nations. UNIDROIT has 65 Member States and 116 Connected States, representing 74% of the world population and over 90% of global nominal GDP. UNIDROIT's objective is to develop modern international standards for commercial and private law. UNIDROIT has a primarily legislative function, and has prepared over 30 international instruments (treaties, model laws, model clauses, legal principles and legal guides) on various topics.

The UNIDROIT Digital Communications team supports and promotes the work of the Institute. Its main objectives include: (a) raising UNIDROIT's public profile and increasing online awareness of its current projects; and (b) promoting upcoming events, encouraging participation from relevant stakeholders, and advertising vacancies, internship and scholarship opportunities.

JOB DESCRIPTION

Senior Intern will assist the Digital Communications team and contribute to the implementation of the UNIDROIT Digital Communications and Social Media programme and the delivery of a range of activities related to the Institute's current Work Programme, projects and legal instruments. Senior Intern will work closely with the Digital Communications team, including the Digital Communications Managers, as well as with other UNIDROIT staff in delivering their responsibilities.

Key responsibilities include implementing social media marketing campaigns, creating engaging content, executing digital marketing strategies, improving communication initiatives, and assisting with tasks to deliver the following initiatives:

- develop video content for the Secretariat, primarily focused on UNIDROIT instruments and ongoing projects;
- prepare a promotional strategy for important events and ongoing work;
- develop newsletters, graphics, and templates for various ongoing projects at UNIDROIT;
- assist in growing the Institute's visibility on key social media platforms (LinkedIn, X, Facebook, YouTube);
- assist in preparing social media content and promoting campaigns daily;
- ensure consistent use of UNIDROIT branding and terminology;
- monitor and respond to inquiries about UNIDROIT's work on social media platforms.

REQUIRED QUALIFICATIONS

Educational qualifications: Master's degree or higher in communications, design, marketing, journalism, public relations, or related field; applicants with a background in law may also apply if they have the relevant professional experience.

Professional Experience:

- 1-2 years of experience in digital communications management.
- Experience with international organisations is highly preferred.
- Proven experience in video development and editing software, with comprehensive knowledge of all stages from planning to execution.
- Experience working with WordPress is preferred.
- Experience in writing, social media posts, graphics, or multimedia work.
- Experience in content creation, including designing flyers and crafting engaging, on-brand content.
- Entry-level understanding of marketing strategy and outreach.
- Entry-level experience determining how to cater unique campaigns to a unique audience.

Technical skills and competencies:



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- Language proficiency: Minimum IELTS score of 7.0 or TOEFL score of 94. Strong English communication skills, both written and spoken (English is the primary working language).
- Proficiency in tools like Canva, Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro), Final Cut Pro, or their alternatives.