Terms of Reference

Internship

DER, Director’s Office, MADE51

UNHCR, the UN Refugee Agency, is offering a full-time internship with MADE51 under the DER Director’s Office at **UNHCR** Headquarters in Geneva.

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.

**Title**: MADE51 intern

**Duty Station**: Geneva

**Duration**: 6 months

**Contract** **Type**: **Internship**

**Closing** **date for application**:

**Earliest Hire Date**: July 2024

**Target End date:** January 2025

Organizational context

Whenever the forcibly displaced flee, they carry with them their traditions and culture, the skills, knowledge and craftsmanship that unite and define a people or a culture. From the skilled leatherworking of the Tuareg in Burkina Faso to the fine embroidery of the Syrians in Lebanon, the displaced possess a wide range of skills and talents.

UNHCR has launched MADE51, a joint collaborative initiative to bring market access to refugee artisans. In the MADE51 model, UNHCR partners with local social enterprises in refugee-hosting countries and together with refugee artisans, they develop an export-ready, market-oriented product line. Through engagement with Strategic Partners who provide their expertise in key technical areas, MADE51 provides increased market access and export readiness to the local social enterprises and, in turn, to refugee artisans.

By modernizing traditional skills, building new business skills, partnering with social enterprises, and linking with retail brands and buyers who can source and support the product lines, MADE51 can connect refugee-made artisanal products with international markets where they are in demand.

The position

Working closely with the MADE51 Lead and as an integral part of the MADE51 team, the MADE51 intern contributes actively to the ongoing efforts of MADE51. This internship welcomes candidates with a background in business or communications, providing them an opportunity to assist in improving MADE51's visibility and communications strategies. This includes supporting event and promotional opportunities as well as communication efforts with various MADE51 stakeholders, such as brand partners, customers, social enterprise partners, refugee artisan groups, and UNHCR colleagues worldwide. Your responsibilities will involve assisting in campaigns, contributing to storytelling, and aiding in the creation of newsletter content, along with coordinating content management. This internship offers a valuable opportunity to engage with an innovative model within UNHCR, facilitating interaction with UNHCR colleagues and external stakeholders associated with MADE51, including social enterprise partners and Strategic Partners.

Duties and responsibilities

* Assist in daily work of unit, carrying out research on the relevant issues and initiatives and the coordination of other communications and marketing pieces.
* Conduct market research to identify potential market trends and consumer preferences relevant to MADE51 products, and share findings to support decision-making.
* Coordinate upcoming promotion opportunities, including events and holiday season promotions.
* Support in event coordination through logistical arrangements and participant communication.
* Assist in the creation of engaging multimedia content, such as blog posts, infographics, and short videos, to promote MADE51 products and initiatives on various digital platforms, and organize MADE51 content, including images and videos
* Compile updates from partners and stakeholders for newsletters and campaigns and compose newsletters and other updates.
* Explore innovative strategies to collaborate with influencers to enhance social media and visibility.
* Stimulate discussions and assisting in managing internal communications through the MADE51 Community of Practice, contributing to the development of training materials, and best practice guides to share lessons learned.
* Help in gathering and analyzing data related to the performance of MADE51 initiatives, including social media metrics, website analytics, and customer feedback.
* Contributing to the day-to-day work of the unit, including research on relevant issues and initiatives, and coordinating other communications and marketing activities.

Minimum qualifications required

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

* Be either a recent graduate (having completed their studies within two years of applying) or a current student in a graduate school programme from a university or higher education facility accredited by [IAU/UNESCO](https://whed.net/home.php); and
* Have completed at **least two years of undergraduate studies** in a field relevant or of interest to the work of UNHCR.
* Excellent project management and organisational skills
* Excellent communications skills with a focus in social media
* Ability to adapt and work as part of a team in a multicultural environment with a strong sense of responsibility and minimal supervision.
* Additional consideration will be given for past work experiences including project coordination activities, professional office work and volunteering.
* Excellent knowledge of MS Office programmes, social media applications and research skills using the internet

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

Desirable qualifications and skills

* First Required Language is English at B2 level
* Candidates with a background in business and/or communications will be able to apply their education and skills in this position.

Conditions

It is a full-time role with working hours starting from 9.00am to 6:00pm Monday to Friday (40 hours per week). The successful candidate will be assigned to support the team in ***Geneva***.

**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 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.