



## FELLOWSHIP TERMS OF REFERENCE

### I. IDENTIFICATION OF THE POST

Title:	Innovation and Communications Fellow
Organizational unit:	UNDP China
Country and Duty Station:	Beijing, China
Fellowship duration:	12 months
Desired Start Period:	Jun 2026

### II. CORPORATE BACKGROUND:

UNDP works in about 170 countries and territories, helping to eradicate poverty, reduce inequalities and exclusion, and build resilience so countries can sustain progress. As the UN's development agency, UNDP plays a critical role in helping countries achieve the Sustainable Development Goals.

### III. FELLOWSHIP OFFICE BACKGROUND:

United Nations Development Programme (UNDP) in China is the China country office of the United Nations Development Programme – the global development network of the United Nations. UNDP has been working in China over the past 40 years, partnering to advance various phases of China's development. We provide development advisory services and implement projects through innovation and applying our international experience and network in three pillars: supporting China's transformation to a low-carbon economy so that more people enjoy a cleaner, healthier environment; facilitating China's shift to using the SDGs as a standard for its inclusive development, economic decisions and investments, and supporting China's international cooperation and south-south engagement for SDG attainment.

The Fellowship Programme, in collaboration with partners, marks the first step in the SDG Fellowships Accelerating Sustainable Transformation Initiative (SDG FAST). It is designed to develop a pipeline of talented young professionals who are engaged and supporting to accelerate the SDGs and national development priorities in China. The fellows will also have the opportunity to gain access to extensive learning resources, including relevant practical knowledge, corporate learning materials, domestic and international working experiences, under the mentorship and supervision of professionals in UNDP China.

The Communications, Innovation and Partnerships Team (CIP) of UNDP China promotes greater understanding and visibility of UNDP's work by utilizing various communications tools. Fully engaging with the media, social media and leveraging on a strong network of Public-Private Partnerships, the team leads the design, management, and implementation of UNDP's overall communications strategy, including design and roll out high-impact, multimedia campaigns; programme-oriented communications products; media relations and key events; localization of global content for Chinese audiences; and publications on critical sustainable development issues. On the innovation front, the team is facilitating and prototyping innovative solutions and experimenting with new ways of working to tackle complex development challenges outside the traditional development cycle.

**Fellowship Scope:** The Fellow will have the opportunity to work closely with the Communications, Innovation and Partnerships Team under the overall supervision of Innovation and Communications Officer in designing and implementing UNDP China's innovation and communications strategy.

### III. DUTIES:

The Fellow will assist in the following duties and responsibilities:

No	Duties and responsibilities	% of time
1	<b>Support Project Implementation:</b> <ul style="list-style-type: none"><li>• Support the monitoring and tracking of innovation project progress by helping maintain communication with stakeholders, assisting with risk tracking, and preparing basic project updates and meeting notes.</li><li>• Assist with administrative and logistical tasks to ensure smooth project implementation, including helping to organize events with partners, supporting procurement processes, and arranging travel as needed.</li><li>• Support financial and operational tasks such as helping check fund availability, assisting with budget monitoring, and ensuring expenditures follow UNDP rules and procedures.</li><li>• Assist in coordinating with external consultants, service providers, and vendors to help ensure timely delivery of project activities under the guidance of the supervisor.</li><li>• Contribute to the development of new project ideas and concept notes by providing background research and helping ensure alignment with UNDP's strategic priorities.</li><li>• Support knowledge-sharing efforts by helping document lessons learned, good practices, and insights that can inform future work.</li></ul>	30%
2	<b>Support Communications and Partnerships Building</b> <ul style="list-style-type: none"><li>• Help maintain regular communication with existing partners and support efforts to reach out to new partners to broaden engagement for innovation initiatives.</li><li>• Assist in facilitating knowledge exchange through communities of practice, internal networks, and partner consultations, helping strengthen cross-team collaboration.</li><li>• Support communication activities by drafting basic content such as press releases, event summaries, and social media posts under supervision.</li><li>• Assist in organizing advocacy, visibility, and stakeholder engagement events to promote UNDP's work and results.</li><li>• Help liaise with cross-team focal points, media contacts, and external partners on routine matters, under the guidance of the supervisor.</li><li>•</li></ul>	30%
3	<b>Communications and Social Media Support:</b> <ul style="list-style-type: none"><li>• Support the implementation of the Country Office communications strategy and action plan, especially for SDG-related initiatives and innovation projects.</li><li>• Assist in the creation of digital content for social media campaigns, including drafting posts, preparing visuals, collecting stories, and exploring creative formats.</li><li>• Help develop communication materials such as concept notes, background briefs, press releases, infographics, social media assets, and video scripts.</li><li>• Provide support in managing UNDP China's social media platforms (e.g., WeChat, Weibo, Douyin, Kuaishou) by helping draft posts, scheduling content, and monitoring engagement.</li><li>• Assist in collecting communications data and conducting basic analysis to help track campaign reach and evaluate communications performance.</li></ul>	30%

4	<b>Other:</b> <ul style="list-style-type: none"> <li>Support other/ad hoc activities as seen relevant and needed.</li> </ul>	10%
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#### IV. REQUIREMENTS AND QUALIFICATIONS

##### Education:

Candidates must meet one of the following educational requirements:

- Currently enrolled in or graduated from a Master's or PhD programme; **major in International Relations, Social sciences, Journalism, Communications, Marketing, or any related field;**

##### Desired Experiences or Competency:

- Prior experience with project implementation and operational support is an advantage;**
- Experience working with international organizations, public sector institutions, or non-profits is preferred;**
- Knowledge or experience in organizing events, workshops, or conferences is desirable.**
- Knowledge of designing and video production software is an asset (e.g. Xiumi, Premier, Canva, Photoshop, Final Cut, etc).**

##### Language skills:

- Excellent oral and written communication skills in Mandarin and English are required.

##### Other competencies and attitude:

- Interest and motivation in working in an international organization;
- Good analytical skills in gathering and consolidating data and research for practical implementation;
- Outgoing and initiative-taking person with a goal-oriented mind-set;
- Communicates effectively when working in teams and independently;
- Good in organizing and structuring various tasks and responsibilities;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Responds positively to feedback and differing points of view;
- Consistently approaches work with energy and a positive, constructive attitude.