United Nations Development Programme

FELLOWSHIP TERMS OF REFERENCE

I. IDENTIFICATION OF THE POST

Title:	Communications Fellow
Country and Duty Station:	Beijing, China
Fellowship duration:	12 months
Expected Onboard period:	May 2027

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:

The United Nations Development Programme (UNDP) China Country Office is part of UNDP—the United Nations' global development network. UNDP works in about 170 countries and territories, helping to end poverty, reduce inequalities and exclusion, as well as protect the planet, in line with the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs). Together, these efforts aim to ensure that improvements in human wellbeing remain within ecological boundaries. We also help countries to develop policies, leadership skills, partnering abilities and institutional capabilities, as well as build resilience, in order to achieve the SDGs.

UNDP China has been working in China over four decades, partnering to advance various phases of China's development outlined in the Government of China's Five-Year Plans. UNDP assists China in integrating the SDGs into development decisions, promotes the transition to an inclusive, low-carbon economy and a sustainable society, protects biodiversity, and informs China's international development cooperation engagement to advance global progress on the SDGs and the global climate agendas. In addition, UNDP leverages its global network and South-South Cooperation (SSC) to facilitate mutual knowledge and experience sharing between China and partner countries on best practices and lessons learned to advance the SDGs.

UNDP China's implementation modalities currently engage more than 15 Ministries and government representatives at the national and sub-national levels in 28 provinces. UNDP China also actively engages the United Nations development system, multilateral and regional institutions, the private sector, philanthropic foundations, academia and think tanks, intergovernmental bodies, and the media to accelerate the SDGs and global climate agendas in China.

SDG Fellowships Accelerating Sustainable Transformation Initiative (SDG FAST), in collaboration with partners, is the flagship youth talent cultivation program for sustainable development by UNDP China. It aims to cultivate a new generation of SDG professionals equipped with an international perspective, professional expertise and a strong sense of social responsibility, and provide solid talent support for the realization of the Sustainable Development Goals in China and globally.

The Communications, Innovation and Partnerships Team (CIP) leads UNDP China's communications, visibility and advocacy work, including media engagement, social media, multimedia content, campaigns, events and publications on sustainable development.

Fellowship Scope: The Fellow will work closely with CIP under the supervision of the Innovation and Communications Officer to support communications, social media, digital engagement, media monitoring and event visibility.

III. DUTIES:

The Fellow will assist in the following duties and responsibilities:

No	Duties and responsibilities	% of time
1	**Communications Strategy and Content Development:** • Support the implementation of the Country Office communications strategy and action plan, with emphasis on SDG-related priorities, campaigns and public-facing initiatives. • Draft and edit communications materials such as press releases, event stories, web articles, speeches and talking points, social media posts, newsletters, concept notes and background briefs. • Support the development of creative storytelling products, including human-interest stories, photo stories, infographics, video scripts, captions and other multimedia assets. • Assist with the localization and adaptation of UNDP global and regional communications content for Chinese audiences, ensuring accuracy, consistency and alignment with UNDP branding and messaging. • Conduct background research on sustainable development topics to support the preparation of communications products, campaigns and advocacy materials.	**35%**
2	**Social Media and Digital Engagement:** • Support the daily management of UNDP China's social media platforms, including WeChat, Weibo, Douyin and Kuaishou, by drafting posts, preparing visuals, scheduling content and monitoring audience engagement. • Help plan and implement social media campaigns for key observances, UNDP flagship initiatives and priority thematic areas. • Assist in designing simple visuals and short-form multimedia content using relevant tools, in coordination with designers or vendors when needed. • Track social media trends and propose creative formats to strengthen outreach to Chinese audiences, especially youth and online communities. • Collect communications data and conduct basic analysis on reach, engagement and performance to support reporting and learning.	**35%**
3	**Advocacy, Media Relations, Event Visibility and Knowledge Products:** • Support advocacy, visibility and stakeholder engagement activities, including communications planning and preparation of materials for events, campaigns and launches. • Assist with media monitoring, maintaining media lists, preparing basic media summaries and supporting routine liaison with media contacts under	**30%**

	supervision. • Support the preparation and editing of publications, knowledge products and presentation materials, ensuring readability, visual consistency and alignment with UNDP style. • Help document key messages, highlights, photos and lessons from events and activities for communications follow-up. • Provide other communications-related support as required by the team.	

IV. REQUIREMENTS AND QUALIFICATIONS

Education:

- Current master's or PhD student, or holder of a master's/doctoral degree.
- Candidates with major in Communications, Journalism, Media Studies, International Relations, Development Studies, Social Sciences, Marketing, Public Policy or other related fields will be preferred;

IT skills:

- Knowledge and a proficient user of Microsoft Office productivity tools;
- Knowledge of social media operations and content publishing tools is desirable;
- Knowledge of design, layout and video production software is an asset (e.g. Xiumi, Canva, Photoshop, Premiere, Final Cut, CapCut or similar tools).

Language skills:

- Excellent oral and written communication skills in Mandarin and English are required;
- Knowledge of another UN language is an advantage.

Other competencies and attitude:

- Interest and motivation in working in an international organization;
- Strong writing, editing and proofreading skills, with good attention to detail;
- Good analytical skills in gathering and consolidating information for communications and advocacy products;
- Creativity and good sense of digital storytelling, visual presentation and audience engagement;
- 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.