



## FELLOWSHIP TERMS OF REFERENCE (TWO POSITIONS)

### I. IDENTIFICATION OF THE POST

Title:	Fellow
Sector of assignment:	Communications and Innovation
Organizational unit:	UNDP China - Communications, Innovation and Partnerships Team
Country and Duty Station:	China, Beijing
Fellowship duration:	12 months
Supervisor's name:	Wei Zhang
Supervisor's title:	Assistant Resident Representative

### 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 (SDGs).

### 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 44 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 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* in designing and implementing UNDP China's innovation and communications strategy.

#### IV. DUTIES:

The Fellow will assist in the following duties and responsibilities:

No	Duties and responsibilities	% of time
1	<b>Communication:</b> <ul style="list-style-type: none"><li>• Provide effective support to the implementation of the Country Office communications strategy and action plan to increase public engagement in advocacy and awareness-raising events/campaigns, with a special focus on SDG-related projects;</li><li>• Support creative and high-visibility social media campaigns for SDGs and other topics such as women in tech and the future of work;</li><li>• Collect communications data and conduct basic analysis to support CIP team's assessment of project impacts;</li><li>• Provide support to the development of project and communications materials such as the concept notes, press releases, Op-Eds, social media and media pieces, etc.</li><li>• Provide support in managing UNDP China's social media platforms and accounts such as WeChat, Weibo, Douyin, Kuaishou, etc.</li></ul>	60%
2	<b>Innovation:</b> <ul style="list-style-type: none"><li>• Provide support to the design and implementation of the Country Office's innovation strategies and provide project management support to innovation initiatives of the office;</li><li>• Provide admin and logistic support to innovation events such as conferences, innovation camps, seminars, workshops, etc.;</li><li>• Be aware of the new development trends of tech and innovation externally, and provide support on innovative thinking and ideas collection such as compiling background materials, collecting statistical data and preparing briefing notes, etc;</li><li>• Be outward-looking and actively contribute to information collection to the development of innovation proposals to the development of innovation proposals.</li></ul>	30%
3	<b>Other:</b> <ul style="list-style-type: none"><li>• Support other/ad hoc activities as seen relevant and needed.</li></ul>	10%

#### V. REQUIREMENTS AND QUALIFICATIONS

##### Education:

Candidates must meet one of the following educational requirements:

- Postgraduate students, majoring in international relations, social sciences, communications, business management, marketing, or any related field.

##### IT skills:

- Knowledge and proficient user of Microsoft Office productivity tools;
- Knowledge of designing and video production software is desirable (e.g. AE, Photoshop, and Final Cut).

##### 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.