



Terms of Reference

Communications Intern for the East Asian Seas Congress 2024

General Information

<i>Reference:</i>	<i>VA/INTERNSHIP/PRF/2024/002</i>
<i>Title:</i>	<i>Communications Intern</i>
<i>Duty Station:</i>	<i>Metro Manila, Philippines</i>
<i>Duration of Assignment</i>	<i>9 months (April – December 2024) reporting 2 or 3 times a week</i>

Background

Partnerships in Environmental Management for the Seas of East Asia (PEMSEA) is an intergovernmental organization specializing in ocean governance for the Seas of East Asia. Beginning as a regional project in 1993 under the United Nations Development Programme (UNDP) with funding support from the Global Environment Facility (GEF), 11 countries in the region worked together to transform PEMSEA into a fully self-sustaining regional organization with a mission to foster and sustain healthy and resilient oceans, coasts, communities and economies across the Seas of East Asia through integrated management solutions and partnerships. PEMSEA's mandate is to jointly implement a regional marine strategy, the Sustainable Development Strategy for the Seas of East Asia (SDS-SEA).

One of its key governance mechanisms is the East Asian Seas (EAS) Congress. The EAS Congress is a premier triennial event participated by hundreds of organizations, experts, and professionals working on sustainable development of coasts and seas. It includes an international conference, Ministerial Forum, exhibition, intergovernmental meetings, and is a key networking for the global ocean community. The EAS Congress 2024 will be held on 6-8 November 2024 in Xiamen, China, in collaboration with the Xiamen World Ocean Week, with several pre-Congress activities conducted throughout the year.

The PRF is seeking one (1) qualified communication intern who can provide communication support to the 2024 EAS Congress.

Objectives of the Internship Programme

The internship is focused on the strategic implementation of social media as a social marketing tool for the EAS Congress 2024. The intern will work in a highly collaborative environment to brainstorm and generate creative tools and products.

Roles and Responsibilities

Under the guidance of the Executive Director, direct remote/physical supervision of Communications and Knowledge Management Specialist, in close collaboration the Visual Communications Officer and the Secretariat Coordinator, the communication intern will be responsible for providing support/assistance to perform the following tasks:

1. EAS Congress 2024 social media activation
 - a. Design and develop social media cards using existing templates in Canva, and based on the social media plan and calendar. This includes the following:
 - i. Copy that will reflect on the social media cards;
 - ii. In specified content formats (reel, carousel, GIF, etc.)
 - iii. With customized upload-ready file formats on Facebook, Twitter, Instagram, and LinkedIn.
 - b. Encode and track social media links of each post in the social media board.
2. EAS Congress 2024 brand integration
 - a. Assist the Communications and KM Unit in updating EAS Congress 2024 documents with correct and proper branding.
3. Assist in the registration of exhibitors.
 - Encoding registered exhibitors in EAS Congress 2024 Exhibitor's sheet/database.
 - Document specific request and queries from each exhibitor.

Note: The Communications Unit will provide the complete branding guidelines, a social media calendar, and the template designs in Canva.

Qualifications and Skills Required

On educational background: Preferably fresh graduate or graduating university students or graduates studying communication arts, visual communication, graphics design, multi-media design, and/or related fields. The internship post is also open to those who have professional creative experience in digital media design and is open to work part-time.

On language: Should have native/business level proficiency in written and oral communication skills in English. Knowledge of the language of any participating country in the region is an advantage.

On communication tools, software, and hardware

- Should be proficient in the design and layout tools including Canva, Adobe InDesign, Adobe Photoshop, and Adobe Illustrator.
- Should be proficient in MS Office 365, particularly the tools in PowerPoint Presentation.
- **Should have own laptop and stable Internet connection, sufficient for office work and video calls.**
- Knowledge and experience with environmental work an advantage.

Other qualifications:

- Familiarity of and experience working with the coastal and marine development sector;
- Can report to the office a couple of days a week.

Additional Considerations

The individual:

- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Participates effectively in an online team-based information-sharing environment, collaborating and cooperating with others
- Can work independently and under remote supervision with clear and agreed work plan and deliverables
- Promotes a knowledge of sharing and learning culture on the Project Team
- Eager to learn more about strategic planning and results-based management activities
- Openness to change and ability to manage challenging situations, e.g. online/remote internship
- Responds positively to constructive feedback

Applicants are requested to submit cover letter and CV via email to recruitment@pemsea.org. Kindly indicate the vacancy reference number and title of requirement when applying (in the subject line) by email.

Deadline of application is on 16 February 2024. Only candidates that are shortlisted will be notified. For more information on PEMSEA, please visit www.pemsea.org.