

Terms of Reference

ITC Internship Programme

Internship title: Technical Support

Division (in full): Division of Country Programmes

Section (in full): Office for Africa

Supervisor: Wathira Mbage

Duty station: Home based

Internship duration: *6 months, starting ASAP until 29 March 2023. With possibility of extension up to a maximum of six months.*

Background

The African Continental Free Trade Agreement (AfCFTA) is considered one of Africa's most innovative approach to continental integration. This is supposed to provide economic and social benefits for micro, small and medium-sized enterprises (MSMEs), women and youth. To be able to finally achieve these, it requires well calculated steps and strategy to unleash the desired economic and social benefits for the continent.

As a strong advocate of MSMEs, women and youth, the International Trade Centre (ITC) is well positioned to support the AfCFTA by providing capacity building and advisory services that will enhance a continental business environment, strengthen national and regional trade support institutions and improve the competitiveness of MSMEs, women and youth. With immense practical and valuable experience, ITC's role in supporting Africa at a critical juncture of continental integration is timely.

Today, MSMEs are facing unprecedented challenges brought on by the onslaught of the COVID-19 pandemic. Findings from ITC Global COVID-19 Business Impact Survey indicate that women and youth-led business are particularly vulnerable, with 64% of women-led firms declaring their business operations as strongly affected, compared with 52% of men-led companies, and youth-led enterprises reporting a higher risk of closing.

Most countries in Africa have already asked their business community to propose mitigation and post covid-19 recovery strategy to support their economic recovery especially for MSMEs.

With fewer resources to ride out the storm, MSMEs and women and youth-owned companies are facing the brunt of the economic ramifications of the pandemic. Effective implementation of the African Continental Free Trade Area (AfCFTA) can help Africa recover from the crisis by fostering a strong and dynamic private sector.

In order to sensitise the African private sector about the AfCFTA, its benefits and challenges, the ITC has developed the “ONE TRADE AFRICA” (OTA) programme aiming at supporting the operationalization of the AfCFTA for the benefit of MSMEs, women and youth entrepreneurs across the continent.

In this context, a communication intern is requested to support the implementation of the ONE TRADE AFRICA programme and its subsequent projects.

Duties and responsibilities

Under guidance from the Associate Programme Officer (Communications), the intern will hold the following responsibilities:

- Assist in the preparation of any events that may take place during their internship duration;
- Support in writing and editing communications materials;
- Translate communications materials when necessary
- Support in the development of audio-visual materials
- Assist in developing regular media monitoring reports
- Attend meetings and conferences;
- Write stories, reports and minutes of meetings.
- Help with the content development of the website.
- Update the communication database.
- Update the communications filing system.
- Any other related tasks to support the Communications Officer

Qualifications, competencies and experience required

- The intern must have studies in Journalism, Mass Communications, Political Science, International Relations, or other similar subject at the university level.
- Be enrolled in a graduate school programme (second university degree or equivalent, or higher); Be enrolled in the final academic year of a first university degree programme (minimum Bachelor's level or equivalent); Have graduated with a university degree and, if selected, must commence the internship within a one-year period of graduation.

Languages and skills

- Excellent communication skills (written and oral) in English are required
- Working knowledge of French is a distinct advantage.

Training Components and Learning Elements

- Gain meaningful work experience in the area of trade-related communications aimed to expand their academic, professional and personal learning;
- Gain experience in the work of ITC and deepen knowledge and understanding of ITC's goals, mission and their concrete implementation on the AfCFTA as well as West Africa projects;
- Gain knowledge on crafting and writing, stakeholder engagement, constructing engaging messaging and other key communication elements;

- Participate in conferences and workshops related to projects and activities on the AfCFTA, and West Africa;

On completion of the assignment, the Intern is expected to

- Have acquired a clear understanding of effective 360 project communication;
- Be able to craft press releases, draft stories highlighting beneficiaries, creating engaging messaging for projects and liaise with key project stakeholders