

Terms of Reference

ITC Internship Programme

Internship title: Market Linkages Intern

Division (in full): Division for Enterprise Competitiveness & Institutions (DECI)

Section (in full): Sector and Enterprise Competitiveness (SEC)

Supervisor: Mr James Howe - Head Digital, Markets and Connectivity

Duty station: Geneva, Switzerland

Internship duration: 6 months, starting 1st September 2023

Background

The International Trade Centre (ITC) is a joint agency of the United Nations and the World Trade Organization, whose mandate includes assisting developing and transition economies to take advantage of expanding trade opportunities in an increasingly complex global environment.

The Sector and Enterprise Competitiveness (SEC) Section helps developing country MSMEs address the challenges around sustainable value-chain development, catalysing sector-wide transformation, and improving market linkages – including through the use of new digital channels. The section develops proprietary methodologies for value-chain analysis and upgrading, as part of its efforts to improve the international competitiveness of MSMEs through the delivery of specialized advisory solutions. The section manages ITC's Value Added to Trade and e-Solutions programmes, which are directly linked to ITC's strategic focus area of connecting MSMEs to value-chains.

The digital, market and connectivity team develops and implements methodologies to support MSMEs in the promotion of their goods and services through traditional and online channels. The MBE trains and advises partners and enterprises, and manages initiatives to improve the sales, marketing and branding capacities of small enterprises in order to build market linkages both on- and offline.

The intern will work with ITC Programme Officer Fresh Fruits & Vegetables. The programme officer implements projects within the scope of deliverables relevant to MBE and the SEC Section. In addition, she researches techniques and best practices, and develops methodologies to support the training, coaching and implementation of sales and marketing initiatives to connect sellers to international buyers and markets.

The sectors targeted through the different technical assistance projects implemented are mainly focused on agro-food and export of agriculture products to international markets.

Duties and responsibilities

Under the supervision of the Program Officer for Fresh Fruits & Vegetables, the intern can expect to work on some or all the following tasks:

1. Support the team in preparing missions and related workshops and training materials, including coordinating participants and evaluations
2. Research market opportunities from online sources – and perform related analysis to support project assignments
3. Conduct research using statistical data
4. Review and comment analytical reports
5. Assist with creating training materials on target market requirements, how to find buyers, virtual trade fairs etc
6. Write promotional materials, cases studies on the work of the team and prepare draft reports and documentation as necessary.
7. Any other relevant tasks

Deliverables:

Improved communication approach to buyers and beneficiaries. Successful implementation of missions to support the work of the team.

Qualifications, competencies and experience required

- Educational requirements:
Be enrolled in the second or higher academic year of the first university degree programme (minimum Bachelor's level or equivalent);
Be enrolled in a graduate school programme (second university degree or equivalent, or higher);
or
Have graduated with a university degree and, if selected, must commence the internship within one year of graduation.
- Knowledge of concepts on sustainability, agricultural value chain and SME 's economic international development are considered an advantage.
- Knowledge of international trade would be an asset.
- Experience in writing reports and studies in both languages,
- Experience in research and analytics in both languages.
- Excellent communication and problem-solving skills in both languages

Eligibility

ITC may accept applicants to the ITC internship programme provided the following conditions are met at the time of application:

- a) Be enrolled in the second or final academic year of the first university degree programme (minimum Bachelor's level or equivalent);
- b) Be enrolled in a graduate school programme (second university degree or equivalent, or higher); or
- c) Have graduated with a university degree (as defined in 2.1(a) and (b) above) and, if selected, must commence the internship within one year of graduation.

Languages and skills

- Applicants should be fluent in both French and English
- Ability to communicate, write, read, translate, revise documents in both languages
- Ability to communicate and present findings clearly written and verbally;
- Excellent knowledge of MS Word, Excel and PowerPoint

Training Components and Learning Elements

- Gain meaningful work experience in the area of trade-related technical assistance 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.
- Gain knowledge on project management of TRTA projects, including M&E and communication, as well as technical approaches to increase beneficiaries' benefits in trade and increase SME's competitiveness.
- Participate in workshops and coaching sessions related to inclusive and sustainable value chain development

On completion of the assignment, the Intern is expected to:

- Have acquired a clear understanding of project management related tasks in a TRTA project with a focus on agriculture and economic empowerment.
- Be able to communicate concisely about a project's activities and impact for various audiences.
- Conceptualise training materials and understand how to implement and monitor activities.

ITC Contact Person:

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