



**FELLOWSHIP TERMS OF REFERENCE**

**I. IDENTIFICATION OF THE POST**

Title: Fellow (Communications)  
Sector of assignment: Communications  
Organizational unit: UNDP China  
Country and Duty Station: Beijing, China  
Fellowship duration: 12 months  
Expected Start Date: Feb 2025

**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:**

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 40 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 Fellowship Programme, in collaboration with partners, marks the first step in the SDG Fellowships Accelerating Sustainable Transformation Initiative (SDG FAST). It is designed to develop a pipeline of talented young professionals who are engaged and supporting to accelerate the SDGs and national development priorities in China. The fellows will also have the opportunity to gain access to extensive learning resources, including relevant practical knowledge, corporate learning materials, domestic and international working experiences, under the mentorship and supervision of professionals in UNDP China.

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* under the overall supervision of Team Leader and direct supervisor in designing and implementing UNDP China’s innovation and communications strategy

**III. DUTIES:**

The Fellow will assist in the following duties and responsibilities:

No	Duties and responsibilities	% of time
1	<p><b>Communications Support</b></p> <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>• Under the guidance of the supervisor, liaise with cross-team, media and partners focal points on a daily basis.</li> </ul>	50%
2	<p><b>Social Media Management</b></p> <ul style="list-style-type: none"> <li>• Provide support in managing UNDP China's social media platforms and accounts such as WeChat, Weibo, Douyin, Kuaishou, etc.</li> <li>• Support all kinds of UNDP communications work by drafting and offering creative solutions for social media and video content.</li> </ul>	40%
3	<p><b>Other:</b></p> <ul style="list-style-type: none"> <li>• Support other/ad hoc activities as seen relevant and needed.</li> </ul>	10%

#### IV. REQUIREMENTS AND QUALIFICATIONS

##### Education:

- At least Master's student or graduate in international relations, social sciences, journalism, communications, marketing, or any related field;

##### IT skills:

- Knowledge and a proficient user of Microsoft Office productivity tools;
- Knowledge of designing and video production software is an asset (e.g. Xiumi, Premier, Canva, Photoshop, Final Cut, etc).

##### 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.