**Externally funded internship/FELLOWSHIP**

**TERMS oF reference**

**I. Identification of the post**

Title: Communications Fellow – UNDP Regional Bureau for Europe and CIS (RBEC)

Sector of assignment: Communications, Digital Media, and Public Engagement

Organizational unit: Istanbul Regional Hub, UNDP Regional Bureau for Europe & the CIS (RBEC)

Country and Duty Station: Istanbul, Türkiye

Expected duration: 6-9 months

Expected starting date: TBD (estimated July/Aug 2025)

Supervisor’s name: Tina M S Stoum & Sayed Omer Saadat

Supervisor’s title: Chief of Regional Programme, with matrix supervision to Communications Analyst

**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. RECEIVING OFFICE BACKGROUND:**

Istanbul Regional Hub (IRH) is UNDP’s main knowledge and advisory hub for the [Europe and CIS Region](https://www.undp.org/eurasia) (ECIS). It aims to connect the region to a global network of development experts, to build knowledge and capacity, and to forge partnerships to meet the development challenges of a large and diverse region.

IRH serves as the primary platform for regional programming and country office support in the Europe and CIS region. It provides policy and programmatic expertise through the Global Policy Network (GPN), in close coordination with the Bureau for Policy and Programme Support (BPPS) and the Crisis Bureau (CB). The IRH plays a pivotal role in advancing sustainable development, resilience, and governance by facilitating knowledge exchange, fostering regional cooperation, and delivering tailored support to country offices. The hub covers 19 countries and territories across the Western Balkans, Türkiye, the Caucasus, Western CIS, and Central Asia, with a dedicated office in Kosovo (UNSC 1244/1999) and a Project Management Office (PMO) in Cyprus.

IRH hosts both regional and global teams, fostering a diverse and dynamic workforce. With personnel representing 73 nationalities, the Hub operates across multiple locations: 64.22% are based in Istanbul, 13.14% in project locations, and 22.64% work remotely. Additionally, 29.96% (98) of UNDP personnel are from Türkiye.

The Communications team at UNDP RBEC is responsible for enhancing UNDP’s outreach through social media, web content, and other communication platforms. The team works on advancing UNDP’s visibility, increasing engagement with external audiences, and ensuring that key development challenges and solutions are effectively communicated. The team also supports UNDP regional flagship events, reports and initiatives, and provides advisory support to the 17 Country Offices in the region, and key partnerships through strategic communication efforts.

**III. DUTIES:**

The Communications Fellow will work closely with the Communications Analyst and contribute to UNDP’s outreach, visibility, and digital engagement efforts. The fellow will:

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| --- | --- | --- |
| **No** | **Duties and responsibilities** | **% of time** |
| 1 | **Social Media Content Creation:** Develop engaging multimedia content for UNDP Eurasia’s social media channels, especially Instagram, Twitter, LinkedIn, and YouTube. | **30%** |
| 2 | **Event Communication and Live Coverage:** Provide real-time coverage of key regional events, including capturing photos, videos, and live tweets, and assisting with event-related communication. | **20%** |
| 3 | **Digital and Social Media Analytics:** Monitor UNDP Eurasia’s digital channels, track engagement trends, and prepare monthly performance reports to assess the effectiveness of communication efforts. | **5%** |
| 4 | **Website Management and Content Uploading:** Assist with content management on the UNDP Eurasia website, ensuring that articles, reports, and updates are properly formatted and published. | **20%** |
|  | **Graphic Design and Multimedia Production:** Provide basic graphic design and video editing support, contributing to visual storytelling and branding efforts. | **10%** |
|  | **Editorial Support and Content Writing:** Draft and edit social media posts, blogs, event summaries, and other communication materials to increase UNDP’s digital presence. | **10%** |
| 5 | **Other Tasks**: Support ad hoc communication activities as needed, including knowledge-sharing initiatives and cross-team collaboration across the Regional Bureau | **5%** |

**IV. REQUIREMENTS AND QUALIFICATIONS**

**Education:**

Candidates must meet one of the following educational requirements:

* currently in the final year of a Bachelor’s degree; or
* currently enrolled in a postgraduate programme (such as a Master’s programme or higher); or
* have graduated no longer than 1 year ago from a university degree or equivalent studies.

Field of study: Communications, Digital Marketing, Journalism, Media Studies, Public Relations, Graphic Design, or a closely related field.

**IT and Technical skills:**

* Microsoft Office: Proficient in Excel, Word, and PowerPoint for communication materials and reports.
* Good writing skills, with experience in crafting social media posts, blog articles, and event summaries.
* Familiarity with managing and creating content for Twitter, Instagram, LinkedIn, YouTube, and other digital platforms is an asset.
* Basic knowledge of Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro), Canva, or other multimedia design tools is an asset.
* Familiarity with CMS platforms such as WordPress, Drupal, or similar tools, is an asset.

**Language** **skills:**

* Fluency in English (written and spoken) is required.
* Knowledge of Russian, Turkish, or any language from the RBEC region is an advantage but not a requirement.

**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.

**Learning Opportunities**

The Communications Fellow will gain:

* Hands-on experience in digital communications, social media engagement, and branding within a UNDP regional office.
* Exposure to high-profile development programs and international events.
* Practical skills in social media analytics, content creation, and digital storytelling.
* Networking opportunities with UNDP professionals, development partners, and media experts.
* Mentorship from experienced communications specialists and management at the IRH.