# Internship Description

<table>
<thead>
<tr>
<th>Title:</th>
<th>Branding and Communications Intern – TRADE Hub/ DCP</th>
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<tbody>
<tr>
<td>Reference No:</td>
<td>ITN075</td>
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<tr>
<td>Programme:</td>
<td>Science Programme</td>
</tr>
<tr>
<td>Hours:</td>
<td>37 hours per week</td>
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<tr>
<td>Pay Status:</td>
<td>£8.72 per hour</td>
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<td>Line Manager:</td>
<td>Communications &amp; Data Officer – TRADE Hub &amp; DCP</td>
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## Internship Summary

UN Environment World Conservation Monitoring Centre works with scientists and policy makers worldwide to place biodiversity at the heart of environment and development decision-making to enable enlightened choices for people and the planet. This position will encompass the development of strategic communications and branding material for two impact-oriented projects coordinated by UNEP-WCMC: the Development Corridors Partnership (DCP) and Trade, Development and the Environment (TRADE) Hub project – both funded by the Global Challenges Research Programme of the UK Government.

The TRADE Hub is a five-year impact-oriented programme, coordinated by UNEP-WCMC, which links researchers in several regional/country teams (Central Africa, Brazil, Tanzania, Indonesia, China, the UK and Europe) and 37 partner organizations to investigate implications of global trade in wild species and agricultural commodities. DCP focusses on the impacts of development corridors in Africa (Kenya and Tanzania) and together with partners in UK Universities and China, collaborates with NGOs and Universities in Africa.

There is a need to strategically develop the visibility of the TRADE Hub project at this crucial juncture, in order to create partnerships and interactions (with the private sector, financial institutions, trade rules bodies, government institutions, NGOs etc) that will ensure future uptake of the project’s findings by key decision-makers. To this end, the project must develop communications materials targeted at diverse audiences, and the key value proposition and ‘Unique Selling Points’ of the project must be clearly defined.

The intern will work closely with the TRADE Hub team and our global partners, to develop and articulate this value proposition, as well as a relevant suite of communications and outreach materials. They will also assist with daily tasks for communications for TRADE Hub and DCP as necessary, including development of blog posts, updating of social media channels etc.

This aligns directly with the project’s and the Centre’s objectives of creating impactful projects that generate evidence that is used by decision-makers, and will also contribute to raising the profile of the centre and it’s work across a multitude of sectors.
Learning Objectives

- Understand the strategy, structure, operating procedures, systems, culture and values of a typical conservation organisation.
- Understand the role of conservation communications within a complex, multi-country project
- Understand the cross-disciplinary skills necessary to work at a ‘science-policy interface’
- Gain experience of co-creating strategic communications materials, coordinating input from multiple disciplines
- Gain experience of working in a project led environment and strengthen time management skills in order to ensure tasks are delivered to deadlines.
- Gain experience of working at the interface between an international science organisation and a network of global partners

Duties and Responsibilities

- Drafting of content for targeted brochures and other communications material (specific to target audiences such as private sector, government entities, trade organizations etc) by carrying out close consultations with relevant partners
- Design of layouts and graphics that capture and communicate TRADE’s and DCP’s value propositions effectively
- Carry out background research to develop innovative ideas that help to reach key stakeholders and decision-makers relevant to the two projects
- Assisting with development and execution of digital marketing materials for website and partner online channels, as well as social media content for Facebook, Twitter and LinkedIn
- Assisting TRADE/DCP communications personnel to develop strategic communications calendar and communications monitoring system for the project
- Assisting in day-to-day communications tasks as necessary, and capacity allows

Requirements and Qualification

- Possess a demonstrable interest in conservation communications, with an understanding of global supply chains, biodiversity conservation, commodity and wildlife trades, marketing and promotions, and the translation of scientific information to diverse audiences
- Experience in communications, graphic design, marketing, or similar field is desirable
- Possess excellent interpersonal skills, and be able to coordinate remotely with a global network of partners, working efficiently towards a set deadline
- Demonstrate strong writing and editing skills, in order to take complex information and restructure it succinctly for diverse audiences
- Some experience in project management is desirable, but not mandatory
- Experience or proficiency in relevant design and layout software, such as Adobe InDesign
- Be curious and enthusiastic about learning and development