

Posting Title: Content Management and Marketing Communication Intern

Location: Beijing, China

HELP US DELIVER THE SUSTIANBLE DEVELOPMENT GOALS

The Sustainable Development Goals (SDGs) are the collective plan of global commitments required to end poverty and hunger, tackle climate change and create a more socially inclusive world by 2030.

This is a significant multi-stakeholder effort agreed at the UN which cannot be the delivered by Governments and Civil Society alone. The actions, innovations and finances of the private sectors are critical.

This is where the UN Global Compact comes in. We are the world's largest corporate sustainability initiative with over 9,500 participating companies in 163 countries, and 70 Local Networks around the world.

We enable and support companies across all sectors, geographies and sizes in their efforts to help meet the SDGs. Today 75% of participating companies have activities to advance the SDGs. But We are an ambitious team, energized behind our mission of mobilizing a global movement of responsible companies and organizations to create the world we want.

POST SUMMARY:

The Content Management and Marketing Communication (CMMC) Intern will work on the UN Global Compact China Team to provide assistance in promoting the UN Global Compact's public recognition and branding in general. The main tasks are to set up, develop and maintain the conventional and social media channels, including content creation and management; to support in content research, consolidation and creation needed to localize and execute China strategy and programs; to assist in the preparation, edition and designing of the publications and promotional materials; and to conduct assigned marketing research and outreach communication.

TERMS OF RESPONSIBILITIES:

- Create, develop and edit design products, such as social medial graphics, infographics and other visuals for publications, campaigns and events, in accordance with UN Global Compact design standards and policies
- Assist in launching process of the Chinese official website and social media for China, and prepare, create and maintain the editorial content for UN Global Compact's media and communication interfaces
- Create and develop print design, such as documents, flyers and booklets customized to audiences in the Chinese context
- Support with communication and branding tasks associated with events, conferences, meetings, workshops, seminars/webinars, etc., and assist in the events preparation and

delivery

- Research on given corporate social responsibility and sustainability topics and formulate messages for presentation, communication and/or branding purposes
- Collect, compare and analyze data and information and generate productive outcomes for the marketing communication purpose
- Assist in translation of documents and publications from English to Mandarin, and vice versa, individually or in cooperation with translation partners
- Perform other tasks as assigned

EDUCATION AND EXPERIENCE REQUIREMENTS:

The successful candidate must meet the following requirements:

- Enrolled at least in an undergraduate program, graduate program is preferred
- Enrolled in the final academic year of undergraduate/graduate program during internship fulfillment
- Majored in Marketing, Communication, Media, Journalism, Design, and equivalent subjects
- Previous work experience in the desired fields is a good add-on, preferably within an international organization and/or the function of corporate social responsibility
- Proficiency in English is required
- Excellent business writing, editorial and translating skills
- Self-driven, can-do, eager-to-learn and details-oriented attitudes
- Well-organizing, task-prioritizing, punctuation and multi-tasking work ability
- Knowledge and experience in website and/or social media design and maintenance is preferred
- Proficient in Microsoft Word tools, and knowledge in graphic design tools (e.g. Photoshop, Adobe Illustrator, In-Design, Acrobat, etc.) is desired
- Knowledge of programming languages such as HTML and CSS is a good add-on

APPLICATION DETAILS:

- Duration: 3 months with the possibility of a 3-month extension
- 3 days per week as a minimum
- This is an unpaid internship and insurance needs to be self-handled.
- Please include the following application materials in email submission to ungc.china@unglobalcompact.org with the subject heading "Internship - Content Management and Marketing Communication":
 - Resume/CV (bilingual)
 - Cover Letter (stating why and how you will fit in this internship)
 - Portfolio is highly recommended
 - Minimum internship duration
- Application will be accepted prior to Sep 15, 2019
- Only highly qualified candidates will be contacted for interviews