



## **TERMS OF REFERENCE (TOR)**

**Position:** Communication & Knowledge Management Support

**Duration:** Six months

**Location:** Flexible (Remote or On-site as required)

**Language :** English and French (Proficiency in Portuguese is an advantage)

**Closing Date for Application:** May 9, 2025

### **OBJECTIVE:**

To support the development, organization, and dissemination of communication and knowledge products related to the work and engagements of First Ladies. The intern will support the Communication officer to contribute in documenting key initiatives, enhancing visibility through media and digital platforms, maintaining organized records, and supporting internal and external communication efforts in collaboration with the communication team.

### **KEY RESPONSIBILITIES:**

- I. **Mapping Engagement Areas**
  - Assist in mapping the areas of engagement for various First Ladies, including thematic priorities and ongoing initiatives.
  - Collect information from respective First Ladies and then try to zoom in different First Ladies on weekly based
- II. **Content Collection & Story Compilation**
  - Support in collecting and compiling stories and reports from collaborative visits for use in internal and external communication.
- III. **Media & Social Media Support**
  - Assist in developing content for social media and other media products that promote the work of the First Ladies and related initiatives.
  - Support in drafting posts, captions, and short write-ups, aligned with the communication strategy.
- IV. **Records & Publication Management**
  - Maintain organized files for each First Lady, documenting their activities, initiatives, and contributions.
  - Support in archiving and cataloguing various publications and communication materials.
  - Assist in formatting and proofreading documents and reports as needed.
- V. **Website Management**
  - Provide support in updating and maintaining relevant sections of the website related to the First Ladies' activities.
  - Help ensure website content is current, accessible, and aligned with brand guidelines.



## VI. **Collaboration & Coordination**

- Work closely with the communication officer to ensure alignment of messaging and communication strategies.
- Participate in communication planning meetings and contribute creative ideas for campaigns and visibility.

### **DELIVERABLES:**

- Updated mapping document of First Ladies' areas of engagement
- A compilation of stories from collaboration visits
- Regular updates and content for social media platforms
- Organized digital files and database for each First Lady's activities
- Contributions to website updates and publications
- Monthly activity reports summarizing tasks completed and lessons learned and final internship report

### **SUPERVISION AND REPORTING:**

The intern will report to the Communication Officer and collaborate closely with other relevant teams or departments as needed.

### **SKILLS & QUALIFICATIONS:**

- At least Bachelor Degree in media , public relation and related field
- Strong written and verbal communication skills
- Interest or background in communications, journalism, public relations, or related field
- Familiarity with social media platforms and basic content creation tools
- Well-organized, detail-oriented, and proactive
- Experience with website content management systems
- Graphic design or multimedia skills are an asset