



United Cities and Local Governments Asia Pacific

TERM OF REFERENCE

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| Position | : Copy Writer |
| Duration | : Three (3) months – November 2021 to January 2022 |
| Supervisor | : Knowledge Engagement Manager |
| Position Holder | : Alumni Intern Programme UCLG ASPAC |

1. Background

United Cities and Local Governments (UCLG) is a worldwide association of local governments and the officially recognized voice of local governments by the United Nations. UCLG Asia Pacific (ASPAC) as the largest regional section of United Cities and Local Governments (UCLG) has linkages to more than 7,000 cities and local governments. It represents well over 3.76 billion people - more than half of the world population - and incorporates economically fast developing countries such as China, India, and Indonesia.

UCLG ASPAC is the key knowledge management hub on local government issues in the Asia-Pacific region. It promotes democratic local government, supports cooperation between cities, local governments and their associations, and facilitates programme, network and partnerships to develop the capacity of local governments and the associations. Moreover, UCLG ASPAC represents local governments politically within the international community, and with the United Nations and its agencies. It also promotes inclusive societies which safeguard equality, social and economic justice, and sustainable development. UCLG ASPAC is engaged in all relevant thematic fields for nurturing sustainable development comprising local economic development, climate change, disaster resiliency, culture, strategic planning, decentralization, municipal finance, gender equality, women leadership and empowerment and good governance.

Under the Global Covenant of Mayors Global Regional Coherence programme, Knowledge Management division as the core of communication strategy of UCLG ASPAC is planning to carry out several events related to issues on Climate and Sustainable Agenda in November 2021 – January 2022. During the preparation arrangement and organizing those events, the Knowledge Management division requires assistance in developing knowledge management strategic plan for the website, social media, and other communication materials (brochures, E-flyers, banner, etc.). Therefore, it is urgently required to recruit the Alumni Internship Programme to fill some position in supporting the development of knowledge management strategic plan for the website, social media, and other communication materials (brochures, E-flyers, banner, etc)

2. Roles and Responsibilities

UCLG ASPAC is looking for **2 alumni interns for the position Copy Writer** and shall be engaged in these following responsibilities:

Support the Knowledge Management Team in:

- a) Create, plan, concept and design content for UCLG ASPAC's shared platforms (website, social media channels such as Instagram, Twitter, Facebook page) to enhance UCLG ASPAC's visibility and reach out to followers related to Global Regional issues in particular on Climate and Sustainable Development Agenda
- b) Assisting to produce other communication materials for UCLG ASPAC's visibility such as infographics, flyers/e-flyers materials such as Instagram reels.

3. Qualifications

The candidate must:

- a) Be at least in the 6th semester of his/her undergraduate programme in either International Relations or Communications fields, other related majors (visual design, graphic design etc.)
- b) Have a minimum GPA of 3.0 (out of 4.0)
- c) Possess excellent English Speaking and writing skills
- d) Capable in handling social media and/or digital communication
- e) Have experience in either of these visual design softwares:
- f) Video editing softwares such as Final Cut/iMovie
- g) Be proactive and determined

4. Duration of Internship and Outcome

The duration of the alumni internship programme is 3 months 10 days/month 8hrs/daily, and shall be conducted under the Knowledge Management and Communications Division, more specifically in Knowledge Management Team. The individual will be supervised by the Knowledge and Engagement Manager and/or her team and will deliver timesheet report detailing the intern's work assigned during the period, and will be remunerated.

5. How to apply

Interested candidates are invited to submit an updated CV with a motivation letter to: recruitment@uclg-aspac.org copy to knowledge.engagement@uclg-aspac.org and kmo_sdgs@uclg-aspac.org citing the subject: KM_ audio visual creator.

Kindly submit them before End of November 2021.