

Internship, Momentum for Change – Campaigns

Background

The United Nations Framework Convention on Climate Change (UNFCCC) is the focus of the political process to address Climate Change. The Convention secretariat supports the Convention and its Kyoto Protocol through a range of activities, including substantive and organizational support to meetings of the Parties.

The Communications and Outreach (CO) programme is responsible for external communications, media relations, online public information and outreach to stakeholders in support of the Convention and the Kyoto Protocol. The programme leads the public advocacy work of the Climate Change Secretariat and the strategic high-level engagement of stakeholders involved in the development of climate change policies. The programme supports the communications and outreach work of the secretariat and will seek to increase the number of outreach partnerships, in particular with the private sector and other key stakeholders, with a view to facilitating enhanced action under the Convention.

In this regard, the Momentum for Change initiative aims to create a public platform that raises awareness about concrete mitigation and adaptation actions being implemented by a wide range of stakeholders at regional, national, or local level. Momentum for Change areas of focus currently include:

- Urban Poor: recognizing activities addressing climate change while improving the lives of the urban poor;
- Women for Results: recognizing the critical leadership and participation of women in addressing climate change;
- Financing for Climate Friendly Investment: recognizing successful financial innovations for adaptation and climate mitigation;
- ICT Solutions: recognizing successful climate change mitigation or adaptation activities in the field of information and communication technology.

In 2015, Momentum for Change will launch calls for applications for its four focus areas. A small number of these activities will be chosen by the Momentum for Change Advisory Panel as the 2015 Momentum for Change Lighthouse Activities and will be presented in a series of special events during the 2015 United Nations Climate Change conference in Paris, France. These and all projects that are considered to have met the basic eligibility criteria will also be displayed on the secretariat's website and through other media channels.

Objective

Support the Momentum for Change Initiative in developing and implementing successful media campaigns and organizing outreach events.

Tasks

- Help monitor current events relating to Momentum for Change for their potential to become campaign activities;
- Assist in developing campaign strategies that utilize email, social media and/or other channels;

- Draft campaign material, such as emails, blog posts and social media content;
- Conduct research on best practices in online campaign strategies and tactics;
- Other relevant ad-hoc projects and assignments related to communication or research as required.

Timeframe

This is a 3-month-long internship (with the possibility of a 3-month extension subject to the enrolled university's agreement and the intern's performance). The selected intern will work onsite at the UNFCCC premises in Bonn, Germany.

Minimum requirements

Candidates must have completed an undergraduate degree and be enrolled in a Master's programme at a recognized university at the time of application and for the duration of the internship. Candidates must have a strong working knowledge of English (both oral and written) and strong writing skills. Studies in the field of public policy, public relations, digital activism, public relations or journalism are an asset.

The candidates should have experience in online organizing and/or email campaigning. They should have a basic understanding of list building tactics and some experience building an engaged following.

Conditions of internship at the UNFCCC secretariat

Interns of the UNFCCC secretariat are not remunerated. The selected intern will be responsible for all the costs before, during and after the internship assignment. Interns of the UNFCCC secretariat are not considered to be staff members. The selected intern will be expected to work on a full-time basis (i.e., 40 hours per week).

Application procedure

Candidates who are interested in the assignment and meet the minimum requirements are encouraged to send their curriculum vitae and a cover letter to internship@unfccc.int with the subject line: "Application: Internship, Momentum for Change – Campaigns." Due to the high number of applications, only candidates under serious consideration will be contacted for a telephone interview. Closing date for application: : 30 April 2015.