

POSITION DESCRIPTION

The statements below are generic and may not describe all Department/Service/Unit work requirements inherent to the job.

Date of Review: 25.06.2020	Name of incumbent:	Supersedes & Replaces version:	
Department: Member Relations & Communications Department		Service / Unit: Communication Service	
Position Title: Communications Intern		Business Title:	Location: Geneva
Job Category:	Salary Class:	Hours: <input type="checkbox"/> FT 100%	Travel: <input type="checkbox"/> Yes % <input checked="" type="checkbox"/> No
Title of Immediate Supervisor: Online Managing Editor		Supervises Others: <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many people?	

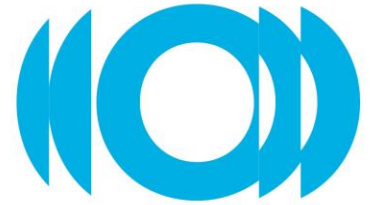
Please send your application to Amy Wong, online managing editor, wong@ebu.ch by 10 July 2020

1. Department/Service/Unit Summary and Position Mission

The Communications Intern is responsible for a wide range of communications, branding and events tasks including managing the French web content online, producing certain event and publication webpages, managing the online photo gallery, managing email marketing lists, answering general inquiry emails, assisting with the collection of web and social media analytics, assisting with large events and special branding projects. The successful candidate will be part of a fast-paced, busy digital production environment that targets public service media professionals and public audiences and will work closely with the Communications team and EBU Members. This role is instrumental in maintaining a French language website and gaining visibility for our brand among Members, stakeholders and important partner organizations.

2. Principal Responsibilities of the Position

Responsibility <i>(What is done)</i>	Content <i>(How it is done, instruments, process)</i>	Time spent [%]
1. French Web and Social Media Content Management	<ul style="list-style-type: none"> a. Management of French website content and coordination of any other online content which needs translation b. Event videos and web content upload, plus any other web editing tasks assigned by the Online Managing Editor c. Creating press and media searches and collating coverage for key events 	
2. Communications Analytics	<ul style="list-style-type: none"> a. Collection of web and social media analytics b. Assisting the Online Managing Editor in social media campaign analytics c. Maintenance and administration of digital tools and infrastructure for measurements 	



<p>3. Email Marketing Tasks</p>	<p>a. Checking of info@ebu.ch and forwarding to the right parties b. Email marketing clean-up and maintenance of general user automations out the ebucommunications@ebu.ch mailbox after newsletter mailing c. Delivering training documents to Editorial Group d. Maintenance of press lists on Cision, Twitter</p>	
<p>4. Events and Branding Support</p>	<p>a. Regular support to the print & dispatch team (in the run up to big events and other peak periods) b. Event branding support for big events c. Event app support d. New registration tool (Cvent) support e. Collating event survey results (as we switch to print copies rather than online due to low response rate of latter modality)</p>	

3. Leadership and People Management

Management Path

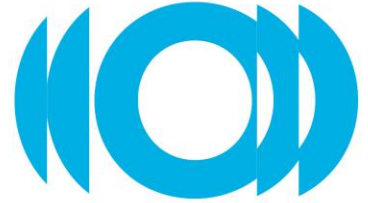
<i>Professional</i> <input checked="" type="checkbox"/>	<i>Project Manager</i> <input type="checkbox"/>	<i>Team Leader</i> <input type="checkbox"/>	<i>Manager</i> <input type="checkbox"/>	<i>Senior Manager</i> <input type="checkbox"/>
<p>Individual contributor, no direct responsibility for leading others</p>	<p>Advises and coordinates work teams; answers complex questions functioning as an expert resource; maintains assignment completion schedules. Performs the same and higher level tasks as team.</p>	<p>Coaches team members in skills; leads, schedules, allocates and monitors work. Disciplinary problems are referred to a higher level. Participates in the selection process of new employees and performance management.</p>	<p>Directs a senior team or more than one team, determines team structure and roles of members. Takes active part in hiring decisions with Senior Manager and HR, performance appraisals, compensation and benefits and disciplinary problems.</p>	<p>Responsible for multiple units of Team Leaders, Managers and top experts. Has proven track record in leading with impact.</p>

Expert Path

<i>Expert</i> <input type="checkbox"/>	<i>Senior Expert</i> <input type="checkbox"/>	<i>Top Expert</i> <input type="checkbox"/>
<p>The Expert is a highly skilled professional in a specific area.</p>	<p>The Senior Expert is recognized as a leader in her/his field within a function area; with no people management responsibilities.</p>	<p>The Top Expert is recognized as the absolute "guru" in her/his field; with no people management responsibilities.</p>

4. Complexity of Work

- 1) **Defined:** Either operational, financial or human – easily understood, scope of problem is well-defined.
- 2) **Difficult:** Either operational, financial or human – not easily understood, requires understanding of other disciplines and job areas.
- 3) **Complex:** Requires broad-based solutions considering two of three dimensions – operational, financial and human. Analytical ability is clearly required.



- 4) **Multi-dimensional:** Involved directly in all three dimensions – operational, financial and human.

5. Impact

- 1) **Limited:** Hard to identify contribution to achievement of results, influence is limited by strong direction.
2) **Some:** Easily discernible or measurable contribution that usually leads indirectly to achievement of results.
3) **Direct:** Directly and clearly influences the course of action that determines the achievement of results.
4) **Significant:** Quite marked contribution with authority of a frontline or primary nature.
5) **Major:** Predominant authority in determining the achievement of key results.

6. Formal Education

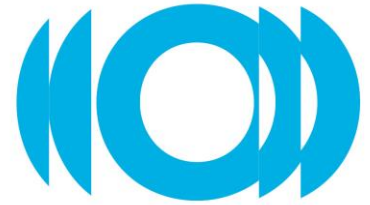
- Professional/High School PhD, subject:
 Bachelor's Degree, subject: Communications, Journalism or Digital Marketing Other (please specify):
 Master's Degree, subject:

7. Practical Experience

- Proven written communication skills, particularly in French, and a passion for writing web and social media copy
- Experience working with website content management systems – HTML-coding ability an added advantage
- Experience using main social media platforms

8. Language Skills Required

<i>List of specific languages :</i>	English	<input type="checkbox"/> Basic <input type="checkbox"/> Advanced <input checked="" type="checkbox"/> Proficient <input type="checkbox"/> Native
	French	<input type="checkbox"/> Basic <input type="checkbox"/> Advanced <input type="checkbox"/> Proficient <input checked="" type="checkbox"/> Native
	Other:	<input type="checkbox"/> Basic <input type="checkbox"/> Advanced <input type="checkbox"/> Proficient <input type="checkbox"/> Native

**9. EBU Staff Values:**

Values	Descriptive Statement
Team Spirit & Performance	<ul style="list-style-type: none"> ➤ We join forces across the organisation to reach our goals ➤ We aim for excellence in every aspect of our work ➤ We actively share knowledge and best practices
Respect & Recognition	<ul style="list-style-type: none"> ➤ We treat others with respect and recognise their diversity ➤ We give clear and timely feedback ➤ We give credit to our colleagues for their contributions and achievements
Accountability & Responsibility	<ul style="list-style-type: none"> ➤ We are accountable for our actions and behaviour ➤ We deliver our work on time ➤ We communicate our actions and decisions transparently
Creativity & Innovation	<ul style="list-style-type: none"> ➤ We look for better ways to get things done ➤ We seek and embrace innovative ideas ➤ We transform our best ideas into reality
Service & Solutions	<ul style="list-style-type: none"> ➤ We engage with our Members and customers and act on their requests ➤ We connect the relevant people to find the best solutions ➤ We go the extra mile