

INTERNSHIP TERMS OF REFERENCE

ICCROM (International Centre for the Study of the Preservation and Restoration of Cultural Property) is an intergovernmental organization with headquarters in Rome, Italy. Founded by UNESCO in 1956, it is the only institution of its kind with a worldwide mandate to promote and improve the conservation of all types of cultural heritage through training, information, research, cooperation and advocacy.

The internship programme was launched in 2002 to meet the growing number of young professionals seeking to gain exposure to the activities of an Intergovernmental Organization specifically concerned with the diverse aspects of cultural heritage. Since then over 150 interns from a third of our 136 Member States have carried out an internship and benefitted from the unique opportunity of interacting with staff, research fellows and heritage professionals on subject matters of their interest.

PROGRAMME/PRIORITY AREA/SERVICE: **COMMUNICATIONS**

Communication is at the heart of ICCROM's work. As an organization with a mandate for promoting cultural heritage and its protection, the ability to convey our work in a way that shows passion and commitment is vital to our success. In the Office of Communication, you'll work with a dynamic and energetic team on a variety of projects that cut across the activities of the entire organization. You will learn how we speak to our target audiences and have a chance to contribute valuable inputs that will help us improve our work constantly and make our voice heard. If you share a love for cultural heritage, are interested in communication and marketing, and have an eye for design, this internship is for you!

Under the supervision of a staff member, the intern is called upon to provide assistance aimed at enhancing the overall activities of the chosen Programme/Project/Service. More specifically the intern shall contribute to:

- 1) Researching and assisting in the creation of communication strategies and plans for a variety of activities across the organization.
- 2) Providing communications support by writing press releases and web articles, and content for social media.
- 3) Collaborating on the creation of graphics, videos and promotional materials.
- 4) Updating the website and collaborating with the team to continuously improve the online experience.
- 5) Helping in the planning and organization of events and meetings.
- 6) Helping to ensure brand consistency and strength in all of our activities and across programmes.

Educational requirements: formal education in communication, journalism, marketing, international relations, cultural heritage conservation or relevant field.

Technical requirements: experience in writing and editing social media posts and stories, web articles, and other communication materials, and an understanding of digital communications and the social media landscape.



Please kindly note that the above terms of reference are solely indicative of the type of tasks that could be entrusted to the intern. These are subject to being modified or could remain unvaried based on the needs of the programme/project/service at the time of the internship.