

## **Term of Reference**

### **Internship – Public relations/National Assembly**

#### **Seoul, WFP Korea Office**

The United Nations World Food Programme (WFP) is the world's largest humanitarian agency fighting hunger worldwide. On average, WFP reaches more than 80 million people with food assistance in 75 countries each year. About 13,500 people work for WFP and 92% of them work in the field. The WFP Seoul office is located at the Seoul National University and the main works include resource mobilization, advocacy and support of WFP field operations. We are seeking qualified persons to apply for the position below.

#### ***Duties and Accountabilities***

Under the direct supervision of Head of WFP Korea Office, within delegated authority, an intern will mainly have the following areas of responsibility:

1. Assist in raising public awareness of WFP branding and its operations:
  - a. Prepare and edit texts for news releases, feature articles, briefing notes, backgrounders, Questions & Answers (Q&A) and public position papers and other materials for use in the media and distribution to the public, educational institutions, non-governmental agencies and donors, both in Korean and English language;
  - b. Assist in designing and implementing communications strategies and campaigns in order to generate greater awareness, understanding and support for hunger solutions;
  - c. Profile top public relations firms, media outlet and production personnel who can support WFP with publications and advertising opportunities;
  - d. Assess the general reaction of the public to WFP's work on the basis of information gathered from media, organized groups and correspondence;
  - e. Assist in the implementation and management of offline fundraising campaigns.
2. Assist in managing/coordinating the National Assembly of ROK related tasks:
  - a. Coordinate and prepare meetings with the members of the National Assembly of ROK, and compile the results of the meetings;
  - b. Prepare and submit documents about WFP's work for the meetings or responding to request of the members of the National Assembly;
  - c. Assist WFP's campaigns and other projects related to the National Assembly.
3. Assist in creating requested PowerPoint Presentation(PPT) materials for manifold purposes in Korean and/or English language
4. Assist in translating requested information in Korean and/or English
5. Assist in performing other related tasks as required

#### ***Duration of the assignment***

From **mid-May 2015** till 31 Dec 2015

Intern will work **full time**  
**(from 09.00 to 17.30 hrs, five days a week), for six months minimum.**

### ***Expected Outputs***

An Intern will be expected to show results in the form of a high quality documentations/contents prepared for fundraising proposals, brochures and publications that support awareness raising of hunger issues and WFP in the Republic of Korea. The research conducted by an intern will be used to support the strategic planning of public fundraising in the Republic of Korea. An intern will be also expected provide a quality input for updating corporate and governmental donor database and market information.

### ***Required qualifications/background***

Advanced English and Korean language skills; Basic analytical ability; skills in developing sources for data collection; good computer skills including MS Excel; ability to work in multi-cultural team environment; Ability to plan and organize work; resourcefulness, initiative, maturity, tact, advocacy skills.

### **Education:**

Students enrolled in **University or Graduate School** with experience and advanced training/courses in one or more of the following disciplines:  
political science, international relations, international development/cooperation, development economics, public administration, public relations or other relevant field (***ODA-related preferred***)

*Work experience is an advantage.*