FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS
Terms of Reference for Intern *

Name:	
Job Title:**	Communication intern
Division/Department:	Office of Corporate Communication (OCC)
Programme/Project Number:	n/a
Duty Station:	FAO HQ, Rome
Expected Start Date of Assignment: xxx	**Duration:** 11 months (NTE xxx)
Reports to: ***Name:***	***Title:*** Communication Officer, OCCI

* Please note: If this TOR is for Consultant / PSA.SBS contract, the minimum relevant experience required **for the assignment** is as follows:
1 year for a category C 5 years for a category B 12 years for a category A

** Please enter a short title (max 25 chars) for this assignment.

GENERAL DESCRIPTION OF TASK(S) AND OBJECTIVES TO BE ACHIEVED

Under the overall guidance of the Chief, Digital team (OCCI) and the direct supervision of xxx Communication Officer (OCCI), the intern will support OCCI digital communication related activities that contribute to FAO Functional Objective 8 Outreach through the following tasks:

1) Support in the adaptation to Chinese a wide range of communication materials (stories, visuals) helping ensure consistency with FAO's terminology and style.
2) Support in the analysis of web traffic data, statistics, trends, problems, and/or issues to help identify a keyword glossary for content optimization, with a specific focus on Search Engine Optimization (SEO) in order to enhance raking of FAO content in Chinese search engine (BAIDU).
3) Support the development of specific content for Chinese-speaking audiences for posting on FAO's digital channels, ensuring a high level of consistency, accuracy, content and presentation for a wide variety of audiences and including SEO good practices;
4) Perform other tasks as required.

KEY PERFORMANCE INDICATORS

Expected Outputs:	Required Completion Date:
Successfully undertake in a timely manner the duties as set out above.	As required by the supervisor and by the end of the contract.