

## UNESCO Sponsored Traineeship Programme

### Terms of Reference

#### GENERAL INFORMATION

**Duration :** 6 months

**Title:** Visibility and Promotion of the Anti-Doping Convention

**Organizational Unit:** Section for Elimination of Doping in Sport, Social and Human Sciences Sector (SHS/SOP/ATD)

**Location:** Paris, France

**Supervisor (name, title):** Marcellin Dally, Chief of Section

#### DESCRIPTION OF THE TRAINEESHIP

Under the direct supervision of Mr Marcellin Dally, Executive Secretary of the International Convention against Doping in Sport and Chief of Section, the incumbent will provide support to visibility and communication efforts regarding the International Convention against Doping in Sport, in particular taking into consideration the Resolutions adopted by the ninth session of the Conference of Parties (COP9):

Overarching mandate:

- Assist in communication, information and advocacy activities undertaken by the Section in the framework of implementation of the Anti-Doping Convention and related initiatives and projects based on the 2024-2025 workplan in follow-up to COP Resolutions, in particular concerning the visibility of the Convention (Resolution 9CP/10).

Events and coordination:

- Assist with the organization of the meetings/conferences in the framework of the Convention. This includes assisting with the organization of, and participation in technical meetings and related events; drafting summaries of those meetings; drafting invitations, briefing notes, ensuring monitoring of files and of registration information, etc.;
- Assist in liaising with stakeholders, networks and States Parties to the Convention in the framework of all relevant activities of the Section;

Communication strategy:

- Monitor major news outlets, media and the webpages of major stakeholders in the field of anti-doping and sport, and report on news of interest to the programme;
- Implement the communications strategy for the Convention, in view of increasing its visibility amongst its different audiences (governments, international organizations and the public at large);

- Produce content aimed at increasing public engagement with the Convention (both traditional and social media as well as website); more specifically, draft articles and stories (including based on the projects implemented under the Fund for the Elimination of Doping in Sport), propose social media messages;
- Support in the roll-out of the campaign plan for the Convention's 20th anniversary (2025);
- Design and develop communication materials for the Convention (i.e. leaflets, flyers, templates, videos, etc.);
- Provide support for the update of the Convention's official websites, when appropriate

**Administrative tasks:**

- Maintain the organization and update of the drive for the above-mentioned activities;
- Provide input and support related to the drafting of correspondence related to the Convention and related initiatives, ensuring proper monitoring and follow-up and administrative assistance regarding internal validation processes;
- Prepare informal editing and reviews of short texts, as appropriate;
- Any Other Business and additional tasks that the incumbent has to perform for the smooth running of the Anti-Doping Convention.

**REQUIRED QUALIFICATIONS**

**Education:** Advanced University degree (Master's degree or equivalent) in Institutional Communications, Communications, Marketing, or Digital; . A first-level university degree in combination with additional two years of relevant experience may be accepted in lieu of an advanced university degree.

**Experience (if any):**

- Previous relevant professional experience in media, public information and dissemination, preferably acquired at the international level.
- Experience in international project management and implementation would be an asset.

**Language skills:**

- Excellent knowledge (written and spoken) of French or English and good knowledge of the other.

**Competencies and skills:**

- Excellent knowledge of communication-related tools (Drupal, Adobe Suite, etc);
- Excellent analytical and interpersonal skills and ability to build trust-based relationships with colleagues at all levels and with partners;
- Excellent drafting skills in English and/or French;
- Ability to work in a multicultural team with sensitivity, high sense of confidentiality and respect for diversity;
- Ability to identify and analyse issues; problem solving and solution oriented;

- Flexibility to adjust work schedules and priorities and meet tight deadlines and to sustain workload peaks;
- Good IT skills (MS Office);
- Knowledge of sport and/or anti-doping matters would be an asset.

**Desired qualifications:**

- Preferably a minimum of 1 (one) year of relevant professional experience in media, public information and dissemination, preferably acquired at the international level.

**LEARNING OBJECTIVES**

The Trainee will learn and strengthen her/his knowledge and expertise on:

- The functioning of global sport integrity ecosystem, notably the roles and responsibilities of major entities ensuring its regulation and standard-setting;
- Development and roll-out of communication strategies for international organizations as well as international conventions / treaties;
- Understanding of intergovernmental decision-making mechanisms;
- Implementation of an international legal norm.

**ADDITIONAL INFORMATION**

UNESCO promotes sport as a means to contribute to sustainable development through social inclusion, educational, socio-cultural and economic benefits, as well as ethical and human values. The International Convention against Doping in Sport (2005) represents the only global legal instrument engaging public authorities in the protection of sport integrity, with currently 192 States Parties. The Secretariat serving the Convention is located in the Social and Human Sciences Sector of UNESCO.

In view of enhancing the Convention's visibility at the global scale, communications are a priority area for the Secretariat.