

## POSITION DESCRIPTION

<b>Date of Review:</b> 16/01/2023	<b>Name of incumbent:</b>	<b>Supersedes &amp; Replaces version:</b>	
<b>Department:</b> Member Relations		<b>Service / Unit:</b> Communications	
<b>Position Title:</b> Communications Intern		<b>Business Title:</b>	<b>Location:</b> Geneva
<b>Job Category:</b> Intern	<b>Salary Class:</b> 9	<b>Hours:</b> <input checked="" type="checkbox"/> FT <input type="checkbox"/> PT %	<b>Travel:</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No %
<b>Title of Immediate Supervisor:</b> Senior Communications Officer		<b>Supervises Others:</b> <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, how many people?	

### 1. Department/Service/Unit Summary and Mission

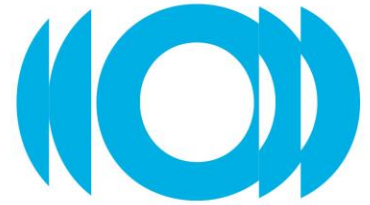
The EBU Communications Team is a busy multi-skilled department that delivers corporate communications, media relations, direct marketing, digital communications including the EBU website, social media and much, much more. We serve the whole of the EBU with first-class communications content, working with a range of departments and units including News, Sport, Music, Radio, TV, Digital, and Young Audiences.

### 2. Position Summary and Mission

The Communications Intern will provide support for a wide range of communications' tasks, working under the direction of the Senior Communications Officer for EBU Media. These will include maintaining and updating media lists; distribution of press releases; uploading of articles to ebu.ch; researching photographs; liaising with the press cuttings service; drafting posts for social media; researching social media handles; creating impactful analytics to demonstrate the work of the team/EBU. This role is varied. As an example, in a single day the incumbent might be researching media contacts for a particular story, finding facts to include in an article, making some simple infographics, uploading videos to YouTube or looking at TikTok to get some promotional ideas.

### 3. Principal Responsibilities of the Position

<b>Responsibility</b> <i>(What is done)</i>	<b>Content</b> <i>(How it is done, instruments, process)</i>	<b>Time spent</b> [%]
Support with Media Relations: press cuttings service; mailing lists	<ol style="list-style-type: none"> <li>Maintain relationship with the press cuttings service (Meltwater), brief them on the department's main stories, collate cuttings as required, create media searches</li> <li>Update current mailing lists; create new mailing lists for specific projects (as directed); research new media contacts</li> <li>Using the department mailing tool, Cision, help with distribution of press releases, internally and externally</li> </ol>	



**HUMAN RESOURCES  
RESSOURCES HUMAINES**

<p>Web and social media</p>	<ol style="list-style-type: none"> <li>1. Upload articles to ebu.ch as directed; research suitable photographs; update web content</li> <li>2. Draft social media posts for the different EBU HQ social media feeds (Twitter, Facebook, Instagram and LinkedIn); research social media handles; maintain lists on Twitter; manage video content including uploads to YouTube; create links on Bitly</li> <li>3. Work with the Team’s supporting digital tools – Canva primarily – to make basic assets for social media, from quote posts to infographics and video.</li> <li>4. On occasion, take photographs of EBU events for use on social media platforms, internal communications etc</li> </ol>	
<p>Other Tasks</p>	<ol style="list-style-type: none"> <li>1. Check <a href="mailto:communications@ebu.ch">communications@ebu.ch</a> mailbox and alert Comms colleagues to emails that need addressing; maintenance of the comms inbox and filing queries according to ‘answered; follow up’ etc</li> <li>2. Maintenance and administration of digital tools for evaluation purposes</li> <li>3. Follow up queries as directed from Members, internal departments, members of the public (occasionally)</li> </ol>	

**4. Leadership and People Management**

Check the **one** most descriptive statement.

**Management Path**

<p><b>Professional</b> <input checked="" type="checkbox"/></p>	<p><b>Project Manager</b> <input type="checkbox"/></p>	<p><b>Team Leader</b> <input type="checkbox"/></p>	<p><b>Manager</b> <input type="checkbox"/></p>	<p><b>Senior Manager</b> <input type="checkbox"/></p>
<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>

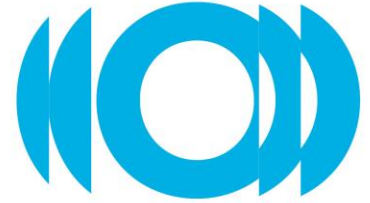
**Expert Path**

<p><b>Expert</b> <input type="checkbox"/></p>	<p><b>Senior Expert</b> <input type="checkbox"/></p>	<p><b>Top Expert</b> <input type="checkbox"/></p>
<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>

**5. Complexity of Work**

Check the **one** most descriptive statement.

- 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 or human. Analytical ability is clearly required.



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

## 6. Impact

Check the **one** most descriptive statement.

- 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.

## 7. Principal Contacts and Communications

List the people and functions the position is expected to directly interact with.

### Internal:

Manager, Communications  
 Snr Communications Officer  
 Social Media Coordinator  
 The wider Communications and Member Relations team  
 The Media team

### External:

## 8. Formal Education

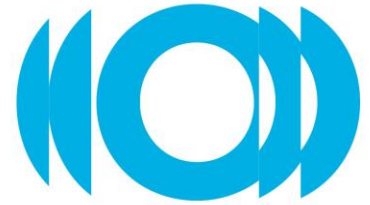
- Professional/High School
- Bachelor's Degree, subject:
- Master's Degree, subject:
- PhD, subject:
- Other (please specify): Degree not essential

## 9. Practical Experience

- \*Excellent communication skills, written and verbal, particularly in English
- \*Experience working with website CMS – not coding necessarily, but updating web copy a definite plus
- \*A genuine and demonstrable interest in the media – from print and online to podcasts, TV and radio programmes.
- \*Experience of social media platforms, either in a work environment or personal capacity and experience in design tools such as Canva (making graphics etc) is a plus (though we will provide training) As is an interest in video – shooting and editing – & photography
- \*A positive attitude and cheerful disposition. Keen to learn and develop – and also to support the department as required.
- \*Ability to work in a busy environment and remain calm and focused. Is up to date with current affairs and new trends. Good team worker. Champion of diversity and difference.

## 10. Language Skills Required

Identify any language skills required or preferred of the position



<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 checked="" type="checkbox"/> Proficient <input type="checkbox"/> Native
	Other:	<input type="checkbox"/> Basic <input type="checkbox"/> Advanced <input type="checkbox"/> Proficient <input type="checkbox"/> Native

**11. EBU Staff Values:**

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

**12. Signatures:**



<p>Employee</p> <p>_____</p> <p>Date and signature</p>	<p>Manager</p> <p>_____</p> <p>Date and signature</p>	<p>Director</p> <p>_____</p> <p>Date and signature</p>	<p>Human Resources</p> <p>_____</p> <p>Date and signature</p>
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