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Annex A: JD--Internship Term of Reference

INTERSHIP DURATION

6 months

INTERSHIP TITLE / TERMS OF REFERENCE

Ponlok Chomnes Communication Intern

Background on The Asia Foundation Associated Program

The Asia Foundation is a nonprofit international development organization committed to improving lives and expanding opportunities across Asia and the Pacific. Informed by 70 years of experience and deep local knowledge, our work is focused on governance, climate action, gender equality, education and leadership, inclusive growth, and international cooperation.

The Asia Foundation is implementing the Ponlok Chomnes II: Data and Dialogue for Development in Cambodia Program between July 2023 and June 2027 with support from the Australian Department of Foreign Affairs and Trade. The goal of Ponlok Chomnes II is that public policy decisions, based on evidence and informed by inclusive dialogue, are operationalised and become the norm in Cambodia.

Internship Objectives



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The Asia Foundation Cambodia is seeking an intern to assist the Ponlok Chomnes Program Team in implementing an online communication strategy, developing and distributing content on the program's online communication channels, and designing and producing communication materials (such as promotional videos, digital posters, flyers, booklets, infographics, among others).

Description of Responsibilities:

The Communication Intern will assist the Ponlok Chomnes team to:

1. Policy Pulse website:
 - Collect recent policies by Cambodia's government and upload them to the website in Khmer and English;
 - Distribute weekly content in Khmer and English on the website;
 - Identify website error/problem and coordinate with website developer to fix it; and
 - Update newsletters on the Ponlok Chomnes Program
2. Social media platforms (Facebook, X, LinkedIn):
 - Develop and distribute weekly content in Khmer and English on social media platforms; and
 - Monitor social media accounts; and
 - Review the program's online communication platforms regularly
3. Mailchimp:
 - Monitor and update mailing list; and
 - Develop content, design, and distribute content to disseminate Ponlok Chomnes events and activities through MailChimp (e.g. sending the invitation to join policy dialogue events, quarterly newsletters, and others);
4. Dissemination plan:
 - Develop content and update on program's social media channels based on the communication plan calendar
5. Design dissemination materials (such as promotional videos, digital posters, flyers, booklets, and infographics, among others)
6. Report and analyze the online communication engagement data and lessons learned and produce monthly reports



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Knowledge gained:

- Learn practical knowledge of communications and social media management including linking communications strategy, implementation and monitoring;
- Gain more knowledge of Cambodia's recent policies through various engagements with The Asia Foundation's research partners, NGO partners and government agencies in Cambodia;
- Learn about event planning and management, both virtual and in-person events;
- Able to improve other skills such as project management, working in a diverse team, multitasking and opportunity to expand networks which will benefit future career.

Working Hour, Duration and Level of Effort

- The intern is expected to work part-time or 20 hours per week (Monday to Friday) [8:00 am – 12 pm or 1:30 pm: 5:30 pm]
- This position will be open for six months from 22nd April 2024 to 21st October 2024.

Required Qualifications

The intern should meet the following criteria:

- Be a third or fourth-year university student or fresh undergraduate from the university in the field of media and communication, graphic design, information management, computer science, or other related fields;
- Have knowledge and a strong desire to learn about communication and media in the development sector;
- Keen to expand understanding related to communication strategy;
- Demonstrate a willingness to build expertise in communication and media;
- Good knowledge and strong interest in technology and design skills (such as using MS Office 365, Adobe Photoshop, Canva, and other design and video editing software/apps)
- Creative and innovative;
- Have a good understanding and interest in local and regional policies and development issues;
- Good interpersonal skills;
- Ability to multitask and work under pressure and work with various people on a multi-cultural team; and
- Have good command of English and Khmer language.

Supervisor

Name: Sim Sovachana

Travel



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The Internship will be based in the Phnom Penh office. With the subject of travel and accommodation will be required if needed. All travel costs associated with program assignment will be covered by The Asia Foundation.

Other Cash and Non-Cash Benefit

- \$5 Monthly Pre-paid telephone card (Voucher)-call or internet data
- Sick leave: 3 days total [per length of internship program]
- Holidays: align with the Office's Public holidays
- Vacation leave: 0.5 days per month or 3 days in total of length of the internship
- Unpaid leave will be applied: if the intern has not accumulated enough leave, then her/his stipend will be deducted based on the hour of them taking unpaid leave.
- Stipend Allowance: USD 150 for a monthly stipend (for part-time)