International Civil Aviation Organization
Internship Opportunity

POSITION INFORMATION

<table>
<thead>
<tr>
<th>Title:</th>
<th>Internship – Digital Marketing, RPM – 2 posts</th>
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<tbody>
<tr>
<td>Duration of assignment:</td>
<td>3-6 months</td>
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<td>Duty Station:</td>
<td>Montréal, Canada</td>
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<td>Internship Notice:</td>
<td>2020/07/INT</td>
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<td>Posting Period:</td>
<td>19 February 2020 – 15 December 2020</td>
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<td>Date for entry on duty:</td>
<td>As soon as possible</td>
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THE ORGANIZATIONAL SETTING

The International Civil Aviation Organization (ICAO) sets international Standards and Recommended Practices (SARPs) for aviation safety, air navigation, security and environmental protection. To that effect, ICAO is a knowledge-based organization engaged in the development of intellectual property. The Revenue and Product Management (RPM) Section is part of the Bureau of Administration and Services (ADB) and is focused on revenue-generating activities of the Organization. The portfolio of revenue-generating activities includes publications, periodicals, databases, websites, training, printing and events. The revenues generated by these activities are required to promote the implementation of ICAO’s Strategic Objectives and to carry out related Programme Support. The Section is responsible for the overall strategic planning, stakeholders’ collaboration, coordination, promotion, and distribution of these sellable products in close coordination with the other Bureaux/Offices of the Organization.

The Product Management Unit (PTM) is responsible for identifying analysing and implementing revenue generating opportunities in ICAO. In addition, the unit conducts marketing and branding efforts to bring products to market and achieve revenue targets.

Under the guidance of the Head, Product Management Unit, the intern will support the marketing team on initiatives related to its online magazine. In this context, s/he may work with different units in ICAO in collaborative business initiatives.

TERMS OF REFERENCE

The intern will work closely with the rest of the unit to:

- Assist in the development of creative and engaging landing pages to generate leads for ICAO’s products and events;
- Assist in the execution of email campaigns to promote and generate leads for ICAO’s products and events;
- Develop social media (organic and paid) and SEM campaigns to promote ICAO’s blog content and generate leads;
- Conduct research on the aviation industry and international aviation organizations to find appropriate leads for driving attendance and sponsorship/exhibitions at ICAO events, as well as generate leads for ICAO’s products;
- Utilize digital tools to develop profiles on social media influencers, journalists, and bloggers;
- Coordinate written content creation for UnitingAviation.com;
- Contribute to the development of the CRM system by importing potential leads into the platform;
- Assist in developing marketing automation campaigns as required, for event and product awareness;
- Assist in reporting of web and advertising analytics;
- Ability to research, brainstorm and conceptualize design ideas;
- Work collaboratively with the team to make design developments;
- Understanding of print production and web optimized assets.

Perform other related duties.
QUALIFICATIONS

Educational background

**Essential requirements:**
At the time of application, candidates must have completed or be enrolled in a graduate degree programme (second-level university degree, or higher). Exceptionally, for programme support activities and/or administrative/services functions (conference services, information technology, languages, human resources, finance, communications, etc.), enrolment in a university degree shall be the minimum eligibility requirement.

**Desirable requirements:**
Knowledge of digital communications and publishing platforms. Layout and design experience would be an asset.

**Language skills**

**Essential requirements:** Fluent reading, writing and speaking abilities in English.

**Desirable requirements:** A working knowledge of a second language of the Organization (Arabic, Chinese, French, Russian, or Spanish).

CONDITIONS OF INTERNSHIP

Interns are not paid. All costs related to travel, insurance, accommodation, and living expenses must be borne by the intern.

The duration of the internship is between two to six months. The intern is expected to work five days a week, on a full-time basis.

Interns shall not be eligible to be engaged in any other form of employment within ICAO during the period of internship and shall not be eligible to apply for or be appointed to any post in the Secretariat or be contracted for any other remunerated employment with ICAO for the six months immediately following the end of their internship.

HOW TO APPLY

Interested candidates must complete an on-line application form, and attach a recommendation letter from the educational institution. To apply, please visit ICAO’s e-Recruitment website at: https://careers.icao.int.

NOTICE TO CANDIDATES

ICAO does NOT charge any fees or request money from candidates at any stage of the selection process, nor does it concern itself with bank account details of applicants. Requests of this nature allegedly made on behalf of ICAO are fraudulent and should be disregarded.