**POSITION INFORMATION**

<table>
<thead>
<tr>
<th>Title:</th>
<th>Internship – Digital Sales and Marketing, RPM</th>
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<tr>
<td>Internship Notice:</td>
<td>2020/09/INT</td>
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<tr>
<td>Duration of assignment:</td>
<td>2 - 6 months</td>
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<td>Posting Period:</td>
<td>27 April 2020 – 17 May 2020</td>
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<tr>
<td>Duty Station:</td>
<td>Montréal, Canada</td>
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<tr>
<td>Date for entry on duty:</td>
<td>After 17 May 2020</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 Bureaus/Offices of the Organization.

The Market and Customer Relations (MCR) Unit within RPM is a driver for revenue generation for ICAO. The business development and sales of products and services that generate revenue for ICAO are the most important aspects of this position. These products and services and related activities within the Unit consist of, but are not limited to: events, partnerships and licensing of ICAO Intellectual Properties (IP); advertising sales digital and print; training activities; and databases and statistical products. The intern will be under the supervision of the Head of the Market Customer Relations Unit in RPM at ICAO.

**TERMS OF REFERENCE**

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

- Develop a digital sales strategy for aviation products and advertising:
  - Lead workflow analysis;
  - Sales pipeline analysis.

- This strategy should be in the form of a business case/presentation which includes:
  - Scenarios for business development;
  - Research on aviation best practices for digital sales;
  - Research and competitive analysis in one or multiple market segments.

**LEARNING OUTCOMES**

The learning outcomes will include the following:

1. Develop a proficiency for understanding ICAO’s revenue generating activities and the main sales processes within a United Nations specialised agency context;
2. Understand business planning;
3. Conduct an analysis of specific market segments;
**Internship Project**

Pulling together the day-to-day tasks and learning outcomes, the intern would be expected to produce a business plan outlining the digital sales strategy. The business plan would include the following:

1. Outline the objectives of the business plan;
2. Explain the strategy and action items:
   a. Outcomes of the market analysis including:
      i. Competitive positioning;
      ii. Identification of competitors and strategies being used;
      iii. Identification of best practices for digital sales.
   b. Outcomes of the lead workflow and sales pipeline analyses:
      i. Proposed digital sales strategy for aviation products;
      ii. Proposed digital sales strategy for advertising;
      iii. Provide recommended scenarios for business development.
   c. Explain the developed automated sales process for ICAO digital products:
      i. Identifications of all the steps and responsible parties.
3. Outline the possible risks or obstacles;
4. Summary, revenue projections and final recommendations.

**Methods of evaluation**

The evaluation of the intern will be conducted as follows:

1. Evaluation of day-to-day task performance 34%;
2. Presentation of the business plan 33%;
3. 360-evaluation by Market Customer Relations Unit including performance, as well as competency assessment 33% (includes supervisory evaluation, team evaluation, and internal stakeholder evaluation).

**Qualifications**

**Educational background**

**Essential requirements:**
Applicants must, at the time of application, have completed or be enrolled in a second-level university degree or higher. Applicants who are students enrolled in the final academic year of a first level university degree may exceptionally be considered. The programme must be in a field of study related to marketing, business or economics.

**Desirable requirements:**
Understanding and knowledge of sales processes. Digital marketing and sales 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 up to five days a week.

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.
The intern will work on an on-going basis up to 5 days a week from 09:00 a.m. to 05:00 p.m (flexibility to accommodate student course load provided that the total number of work days add up to a minimum of 2 months on a full-time basis).

**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](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.