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## Internship Opening No.: ITC/IP/07/2024

Date: 19 December 2024

The International Trade Centre is looking for a:

### Communications, Marketing and Pricing Strategy Intern

Division/Section:	Division of Market Development, Trade and Market Intelligence section (DMD/TMI)
Type of internship:	Regular/Remote
Duty Station:	HQ, Geneva, Switzerland, with the option for remote/telecommuting arrangements
Duration of assignment*:	3 months starting 3 February 2025, with possibility of extension up to a maximum of six months
Application period:	19 December 2024 – 13 January 2025

*\*The general rule is that internships are full-time. In case of part-time work authorised by OCPM, the hiring manager is responsible to ensure that work schedule and duration are adjusted as per the OCPM approval.*

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## Terms of Reference

### **BACKGROUND:**

The International Trade Centre (ITC) is the joint cooperation agency of the World Trade Organization (WTO) and the United Nations (UN) for trade-related technical assistance. Its primary objective is to assist developing countries to enhance their international competitiveness while taking advantage of market opportunities and increasing their exports.

The Trade and Market Intelligence section (TMI) is part of ITC's Division of Market Development (DMD). TMI has developed a range of online tools for strategic and operational market research focusing on products and markets of interest to developing countries and assessing sectoral and national trade performance and trade competitiveness.

These tools include the suite of [Market Analysis Tools](#) (MAT) as well as the monthly [Trade Briefs](#). The MAT provide comprehensive data on trade statistics, customs tariffs, non-tariff measures, foreign direct investment, public procurement, and export potential estimations, while the Trade Briefs aim to bring ITC's data and analytical expertise to the center of the global trade policy debate.

To improve user experience, TMI is redesigning several of its tools including [Export Potential Map](#), [Trade Map](#), and the [MAT Portal](#). TMI is also developing a new pricing and licensing scheme for the MAT with the aim of harmonizing pricing across tools, catering to diverse user needs through more flexible pricing options, and supporting sustainable tool development. TMI is looking for an intern to aid the dissemination of the MAT and the Trade Briefs, help raise awareness of ongoing redesign efforts, and support the development of the new MAT pricing scheme.

### **DESCRIPTION OF DUTIES/RESPONSIBILITIES**

Under the overall guidance and supervision of the Market Analyst (TMI), the intern will undertake the following tasks:

- **Support the design of a marketing and communications strategy for the MAT and Trade Briefs, including:**

- Preparing posts for different social media platforms highlighting interesting trade facts from Trade Map, Trade Briefs, and other tools.
- Developing communications materials for redesigned tools including Trade Map and Export Potential Map.
- Proposing a promotional and outreach strategy to increase the MAT's visibility and user engagement through various channels including social media and email.
- **Contribute to the development of a new pricing scheme for the MAT, including:**
  - Analyzing current pricing schemes across the MAT.
  - Conducting research on pricing models used by comparable tools and platforms.
  - Assessing market trends, customer preferences, and competitor pricing strategies to inform pricing decisions.
  - Analyzing survey results on interest in new MAT features and users' willingness to pay, identifying additional monetizable services or features.
  - Proposing a structured pricing scheme for the MAT, including pricing tiers, client segmentation, and additional premium services and features.
- **Support the redesign of the MAT portal**, working closely with relevant teams to enhance its functionality, user-friendliness, and visual appeal.

## **REQUIREMENTS**

### **Education**

At the time of application, applicants shall meet one of the following requirements:

- a) Be enrolled in the final academic year of the first university degree programme (minimum Bachelor's level or equivalent);
- b) Be enrolled in a graduate school programme (second university degree or equivalent, or higher);
- c) Have graduated with a university degree (as defined above) and, if selected, must commence the internship within one year of graduation.

Relevant fields of study include business, business administration, marketing, or similar.

### **Competencies and experience required:**

- Academic knowledge in communications and marketing strategy, and market analysis.
- Experience organizing research results into presentations.
- Awareness of global trends and events, and ability to connect or underpin them with trade statistics.
- Experience in portal development and digital promotion strategies would be an asset.

### **Languages and skills:**

- Fluency in written and spoken English is required.
- Strong research, analytical, and communication skills.
- Ability to work independently and take initiative, while also collaborating effectively with a team.
- Organized and reliable.

## **LEARNING ELEMENTS:**

- Gain experience in the work of ITC and deepen knowledge and understanding of ITC's mission and goals, and their implementation.

- Gain meaningful work experience in trade-related technical assistance.
- Deepen understanding of trade statistics and trade data analysis.
- Strengthen abilities in data analysis, communication, and presentation of research findings.
- Gain hands-on experience in marketing and communications strategy development, market research, pricing scheme analysis, user engagement strategy, and digital platform design.

**HOW TO APPLY:**

Interested candidates should email their CVs and Motivation Letter to Ms. Sujin HEO: [sheo@intracen.org](mailto:sheo@intracen.org) and Ms. Cailey STEVENS: [cstevens@intracen.org](mailto:cstevens@intracen.org) and register on the Internship Roster: <https://hrapps.intracen.org/internsonline/Login.aspx?ReturnUrl=%2finternsonline%2fdefault.aspx>

*ITC champions workforce diversity, inclusion, gender equality and gender parity and considers all qualified persons - of all genders - equally, including those with disabilities, without discrimination or prejudice of any kind.*