



# Cities Development Initiative for Asia

Room 7504-7506, Asian Development Bank Building,  
6 ADB Avenue, Mandaluyong City 1550, Metro Manila, Philippines  
Phone: +63-2 631-2342 / 633-0520 / 633-2366 • Website: [www.cdia.asia](http://www.cdia.asia)

## Terms of Reference CDIA/GIZ Intern for Communications Cities Development Initiative for Asia (CDIA)

Title:	CDIA/GIZ Internship
Location:	Manila, Philippines
Duration:	6 months, starting December 2016
Inputs:	Regular hours

### Objective:

The Cities Development Initiative for Asia (CDIA) provides an internship opportunity for a young and dynamic professional with a background in communication, journalism, public relations, or a related field. Preference will be for someone knowledgeable in graphic design and layout; and who is either on his/her final months of studies or has recently obtained a degree in any of the fields mentioned. The internship is for a period of six-months at CDIA office in Manila, Philippines.

The objective of the internship is to further support CDIA’s capacity development and outreach work, particularly focusing on development communications and public relations.

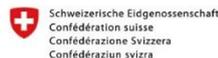
### Background of CDIA:

CDIA is a regional initiative established in 2007 by the Asian Development Bank and the Government of Germany, with additional support from the governments of Austria, Sweden, and Switzerland. The initiative provides assistance to medium-sized Asian cities to bridge the gap between their development plans and the implementation of their infrastructure investments. CDIA uses a demand-driven approach to support the identification and development of urban investment projects in the framework of existing city development plans that emphasize pro-poor development, environmental sustainability, good governance, as well climate change mitigation and adaptation.

The long-term aim of CDIA is to contribute to the promotion of sustainable and equitable urban development, leading to better living conditions for all in Asian cities.

The initiative supports the identification and pre-structuring of appropriate projects and builds management capacity of medium sized cities in the Asian region. In these cities, CDIA supports the implementation of existing city development strategies or comprehensive

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development plans for socially, economically and environmentally equitable and sustainable infrastructure and urban services.

The hallmark of CDIA is its focus on developing investments in urban infrastructure and services through bridging the gap between city level urban strategies and the implementation of specific infrastructure projects with domestic, international, public and/or private financing.

### **Intern Orientation:**

- The intern will take six months in-house internship where s/he will gain on-the-job experience at CDIA.
- The intern will be part of the CDIA Outreach and Capacity Development Team and will be mentored and supported by the Communications Specialist.

#### **1. Specific Tasks:**

The intern will conceptualize and provide support to:

- The communications campaign across various platforms and channels relative to CDIA's thematic focus for 2017. Every year, CDIA selects a specific theme on urban development and develops specific PR materials and activities to advance the topic.

The intern will support specific tasks of CDIA's PR and Communications work plan, specifically:

- Contribute to the development and/or enhancement of printed communication materials, including editing images/photos and layout.
- Assist in the production of issue-based stories for website, newsletter and social media that communicate CDIA's objectives, priorities and services.
- Learn/use a content management system to assist in updating the website content.
- Assist in updating CDIA's profile in social networks (Facebook and LinkedIn) with information about project activities and events.
- Assist in the organization and updating of CDIA photo library.
- Assist in organizing events.
- Any other technical and operational assistance appropriate and required by the Communications program, and CDIA in general.

#### **2. Other Tasks:**

- Formulate a final report (including a summary of activities undertaken) before the completion of the internship (within the final month).
- Assist with any other matters in relation to CDIA operations as instructed by the GIZ/CDIA Communications Specialist.

**General Terms:**

- The Intern will receive a monthly living allowance based on GIZ standards in the Philippines, and economy return tickets, if coming from outside the Philippines.
- During the assignment, the intern shall not undertake work for a third party.

**Application:**

Interested candidates can apply until November 18, 2016 by sending a cover letter with motivation and CV in English to Mrs. Analyn Rubenecia, through [analyn.rubenecia@giz.de](mailto:analyn.rubenecia@giz.de).