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## JPO Communication for Development

### I. Introduction

The International Labour Organization (ILO) is the United Nations (UN) agency for the world of work established in 1919 by the end of the First World War to reflect the belief that universal and lasting peace can only be accomplished through social justice. In 1946, the ILO became the first specialized UN agency associated with the newly established United Nations. The ILO sets international labour standards, promotes rights at work, and encourages decent employment opportunities, the enhancement of social protection and the strengthening of dialogue on work-related issues. The ILO is the only “tripartite” United Nations agency that has this unique structure, which brings together governments, employers’, and workers’ representatives, giving them equal voice to ensure that the views of the social partners are closely reflected in labour standards and in shaping policies and programmes.

### II. Programme Background

With an initial focus on the garment and textile industries, the ILO in collaboration with tripartite partners has developed a comprehensive and coordinated programme – [‘Advancing Decent Work and Inclusive Industrialization in Ethiopia’](#) (SIRAYE).

The overarching development goal of the programme is to see improved respect for workers’ rights leading to greater incomes and compensation, enhanced safety, equality, voice, and representation. The programme also aims to lift industrial productivity and competitiveness to enable a globally competitive textile and garment sector; and encourage accountable and transparent government institutions. The programme works at national, regional, industry, and factory levels involving different ILO departments and global programmes to address the key challenges to advance decent work in Ethiopia.

At the national level, under the leadership of the tripartite partners, the programme facilitates tripartite-plus dialogue among multiple stakeholders to develop a common vision and strategies to make Ethiopia an African hub of socially responsible production of garments for both global and domestic markets. The programme also supports the tripartite constituents in strengthening the overall Industrial Relations system including developing an appropriate minimum wage fixing mechanism and enhancing the capacity of government institutions to prevent and resolve labour disputes and workplace grievances. At the regional and sectoral level, the programme focuses on strengthening the capacity of employers’ and workers’ organizations to engage in effective social dialogue and good faith collective bargaining. It also supports labour inspectorates in building the capacity of its workplace inspection staff. To ensure occupational health and safety, the programme aims to establish a sustainable workplace injury prevention, protection, and compensation system.

At the industry level, the programme raises awareness and builds the capacity of buyers and manufacturing groups on the nexus of business and human and labour rights on issues ranging from industrial relations to promoting gender equality and inclusion along the supply chain. At the factory level, the Programme aims to establish a robust, sustainable, and inclusive decent work compliance system. It provides demand-driven capacity-building support to improve factory productivity,

workers' skill, working conditions, occupational safety and health (OSH), and industrial relations. At the same time, the programme works on improving management systems, and supervisory and human resources skills; and incorporates gender equality and diversity principles to enable and provide opportunities for women workers to assume leadership positions.

### **III. Objective**

The objective of the assignment is to design different communication strategies and create visibility, and awareness about the Siraye document learning and good practices from programme interventions, and stimulate dialogue.

### **IV. Key tasks and deliverables**

The key deliverables are listed below;

- Prepare a communications and media relations plan outlining the broad deliverables such as
  - Prepare quarterly newsletters, Prepare, edit, and publish success and human-interest stories in written
  - Develop infographics to summarize complex interventions and results, and pictures to illustrate them (6).
- Develop videos on best practices and 'before and after' situations for short documentaries.
- On specific occasions, invite press/media to cover events of the Programme.
  - Develop News materials press releases, news articles, features, and case studies for publication in print and online format, take photos/videos of key events and best practices and share them on social media.
- Proactive media coverage: Plan and Propose proactive media coverage to disseminate success stories
- Conduct quarterly Comms Evaluation for improvement

### **V. Required qualification and experience**

Education

- First degree in communications, journalism, media or related social science field.

Experience

- A minimum of 3/4 years of relevant experience at the international level in communications, knowledge management, and advocacy
- Experience, interest, and understanding of issues related to decent work,
- A good understanding of the garment and textile industry is desired
- Experience in managing web platforms, social media communications channels as well as conventional communication channels.
- Proven experience in writing human centred case stories in English
- Proven experience in photography, video shooting and editing
- Excellent editorial skills, able to coordinate and conduct interviews with a wide range of individuals from varied backgrounds.
- Previous experience working with the UN is desirable.
- Sound knowledge of communication and visibility through various online and offline modalities
- Good knowledge of PC software (including word processor, spreadsheet, presentation software and Microsoft Adobe editing software such as InDesign, Illustrator and Premiere Pro
- Excellent communications skills including the researching, information gathering, analysing, and writing and editing skills
- Good understanding of the working practices of the media
- Skills related to the creation of broadcast content would be an advantage

- Knowledge of website content creation, structuring and management
- Ability to work in a multicultural environment and to demonstrate gender-sensitivity and non-discriminatory behaviour and attitudes.

**Language**

- Fluency in English is required (written and verbal),