

JOB DESCRIPTION

Junior Professional Officer, Communications for Development

Category / Staff Rules	Junior Professional Officer / P-2
Division / Section	Office of the Executive Director / Communications and Events (OED/CE)
Duty station	Geneva
Comments	1 Year with possible extension

ORGANISATIONAL CONTEXT AND ORGANISATIONAL SETTING

The International Trade Centre (ITC) assists developing and transition economy countries, to take advantage of expanding trade opportunities in an increasingly complex global environment. ITC supports Trade Impact for Good, promoting sustainable and inclusive development goals through trade.

The Office of the Executive Director houses key corporate functions, including planning, external relations, monitoring and evaluation, and communications. The Communications and Events section works closely with the Executive Director, the Deputy Executive Director, and the Chief of Cabinet, who provide strategic direction, thought leadership and operational guidance and oversight.

In the Communications and Events section, a team of professionals ensures that ITC trade and development-related messages and activities in support of strengthening governments, business support organizations and businesses reach a wide audience through a variety of communications channels.

ITC-led events such as its annual World Export Development Forum (WEDF), and participation in partner events across the world, such as World Trade Organization and United Nations Ministerial meetings, UN Climate Change Conferences, etc., are an essential tool for ITC's advocacy and outreach work. Events and meetings provide the opportunity to amplify ITC's messages, reinforce partnerships and forge new ones, and to connect businesses to markets.

Advocate for the four ITC strategic priorities (moonshots) – women, youth, green and digital - through the implementation of high-profile events

Not only for ITC, but also for its funders and their constituents, other partners and project beneficiaries, it is important to make best use of meetings and events to advocate for inclusive, sustainable trade with a focus on ITC's strategic priorities.

This job function is to contribute to producing high-quality events and to expanding their reach by mobilizing participants and partners, including from the private sector, and to contribute to shaping event content and format accordingly. Corporate events and support for section-led events need to evolve with the changed trade, institutional and technological environment. The JPO is encouraged to contribute to innovative approaches, including through the use of artificial intelligence.

DUTIES AND RESPONSIBILITIES

Under the overall guidance and direct supervision of the Senior Publications Officer and in close collaboration with the Associate Events Adviser, the Junior Professional Officer will:

- Contribute to the overall events strategy and events communications strategy in the context of the four corporate strategic priorities – women, youth, green, digital
- Contribute to the research of event themes and topics, and to research related to business-to-business meetings
- Research innovative approaches to event planning, participant mobilization, promotion and delivery, including through the use of artificial intelligence
- Draft participant and partner mobilization strategy, and once approved, implement strategy with regular progress reports
- Contribute to content for events, including programme outlines, session and speaker scripts, articles and other content for the website, content for promotional materials such as input for social media promotion and reporting
- Explore the creation of an innovative events toolkit for corporate use and to support staff and consultants and partners in the field
- Execute all necessary events-related tasks in the context of event preparation and staging, including related to participant and speaker mobilization, registration, promotion, logistics, and reporting
- Perform any other related duties as required.

REQUIRED COMPETENCIES AND KNOWLEDGE

ITC'S VALUES are: Integrity, Professionalism, Respect for Diversity

ITC'S CORE COMPETENCIES are: Communication, Teamwork, Planning & Organizing, Accountability, Creativity, Client Orientation, Commitment to continuous learning, Technological awareness.

CRITICAL JOB-SPECIFIC COMPETENCIES

Professionalism: Ability to plan, execute and monitor public communication campaigns, e.g. campaign management, market research, message targeting, impact evaluation. Ability to research and analyze issues and topics related to current events. Ability to draft and compile a variety of written communication products in a clear, concise style. Ability to interact with the public to build and maintain effective business connections. Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.

Communication: Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify, and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.

Teamwork: Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

Client Orientation: Considers all those to whom services are provided to be "clients" and seeks to see things from clients' point of view; establishes and maintains productive partnerships with clients by gaining their trust and respect; identifies clients' needs and matches them to appropriate solutions; monitors ongoing developments inside and outside the clients' environment to keep informed and anticipate problems; keeps clients informed of progress or setbacks in projects; meets timeline for delivery of products or services to client.

Mandatory knowledge and skills <ul style="list-style-type: none"> Knowledge of trade, trade policy and/ or international business
Desirable knowledge and skills <ul style="list-style-type: none"> Knowledge of the United Nations system Project management skills
REQUIRED QUALIFICATIONS
Education Advanced university degree in international relations, economics, public policy, communications, journalism, public relations, marketing, or related field. Note: A first level university degree with a relevant combination of academic qualifications and professional experience may be accepted in lieu of the advanced university degree.
Experience A minimum of two years of relevant experience in communications, membership mobilization, international relations or related area. Event management experience desirable Fundraising or client management experience desirable
Languages Advanced knowledge of English required. Intermediate knowledge of French desirable. Knowledge of another UN language desirable.

LEARNING ELEMENT
<p>Through the assignment, the Junior Professional Officer will:</p> <ul style="list-style-type: none"> Gain knowledge in all aspects of ITC's work as trade-related technical assistance agency, especially with a focus on women, youth, green and digital Get a better understanding of what 'communications for development' entails and how it contributes directly to increased impact Deepen knowledge of protocol through participation in events and meetings as part of the event organization team <p>On completion of the assignment, the Junior Professional Officer is expected to</p> <ul style="list-style-type: none"> Have contributed to an increased awareness of and participation in ITC's events, and, by extension, its strategic priorities, funders and other partners, and impact of its work Be able to communicate more effectively about trade and development issues and be able to connect policymakers, businesspeople, business support organization representatives and others through high-quality events

BACKGROUND INFORMATION
<p>The JPO will be closely integrated into the Communications and Events team, with regular interactions with all roles in the CE team, beyond events, i.e. social media, web, graphic design, etc., so will be exposed to the entire 'communications for development' chain.</p> <p>The CE team is closely connected to the ITC Cabinet, including advisers on strategy and media, and therefore the JPO will benefit from direct access to and guidance from the Office of the Executive Director.</p> <p>The JPO will benefit from being involved in the work undertaken by project and country managers throughout ITC and help in shaping messaging and event and meeting content. The JPO will engage in regular interactions with all sections throughout ITC, which will provide a unique insight</p>

into a variety of different areas of interest, which might help the JPO to identify preferred career paths within the trade and development field.

**CONTRIBUTION TO GLOBAL GOALS FOR SUSTAINABLE DEVELOPMENT
(SDGs)**

<http://www.intracen.org/itc/goals/Global-Goals-for-Sustainable-Development/>