

## JOB DESCRIPTION

### Junior Professional Officer, Platform and Outreach Co-ordination

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| <b>Category / Staff Rules</b> | Junior Professional Officer / P-2   |
| <b>Division / Section</b>     | Division of Enterprise Competitiveness and Institutions / Institutions and Ecosystems (DECI/IE) |
| <b>Duty station</b>           | Geneva  |
| <b>Comments</b>               | 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 goal of this job function is to provide solutions to business support organizations (BSOs) in developing countries and economies in transition. High performing institutions act as multipliers for ITC projects. As delivery partners as well as beneficiaries they improve reach and scale of projects, and transfer knowledge and capacity to local actors for lasting impact. The Institutions and Ecosystems Programme delivers directly to Sustainable Development Goal (SDG) 8 and SDG 16 and indirectly to SDGs 1, 2,4,5,9,10,12, and 17. This role is designed to take technical ownership of the specialised assessment platform that is core to the section offer, to design and lead outreach activities to our community of business support organizations and to support with events, and project co-ordination. The Junior Professional Officer reports to a Programme Officer.

#### DUTIES AND RESPONSIBILITIES

Under the overall guidance of the Chief IE and direct supervision of the Programme Officer the Junior Professional Officer will:

- Play an active part in the community management activities for the [ITC Benchmarking for Trade platform](#) to strengthen ITC's network of business support organizations, SMEs and donors and support new communities (such as regional or functional)
- Contribute to the design and implementation of social media and communication campaigns to align with ITC marketing strategies
- Create engaging text, image and video content for social media accounts
- Respond to comments and customer queries in a timely manner
- Monitor and report on feedback and online reviews
- Organize and participate in events to build community and boost brand awareness
- Coordinate with Marketing, PR and Communications teams to ensure brand consistency
- Support outreach, communication and profile-raising efforts across the section.
- Contribute to field-based outputs to support BSO development
- Contribute to assessments of business support organisations, report writing and workshop design

- Support the planning and organization of the major event for Trade Promotion Organisations, in Qatar in 2024
- Contribute to the development and implementation of the communications strategy for I&E's suite of E-Learning courses.
- Support section wide project co-ordination and reporting
- Perform any other related duties as required.

## REQUIRED COMPETENCIES AND KNOWLEDGE

**ITC'S VALUES** are: Integrity, Inclusion, Humanity, Humility

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

### CRITICAL JOB-SPECIFIC COMPETENCIES

**Professionalism:** Knowledge and understanding of theories, concepts and approaches relevant to particular sector, functional area or other specialized field. Ability to identify issues, analyze and participate in the resolution of issues/problems. Ability to assist with data collection using various methods. Conceptual analytical and evaluative skills to conduct independent research and analysis, including familiarity with and experience in the use of various research sources, including electronic sources on the internet, intranet and other databases. Ability to apply judgment in the context of assignments given, plan own work and manage conflicting priorities. 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.

**Creativity:** Actively seeks to improve programmes or services; offers new and different options to solve problems or meet client needs; promotes and persuades others to consider new ideas; takes calculated risks on new and unusual ideas; thinks "outside the box"; takes an interest in new ideas and new ways of doing things; is not bound by current thinking or traditional approaches.

**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.

**Technological Awareness:** Keeps abreast of available technology; understands applicability and limitation of technology to the work of the office; actively seeks to apply technology to appropriate tasks; shows willingness to learn new technology.

### Mandatory knowledge and skills

- Creating and delivering on community outreach strategies

### Desirable knowledge and skills

- Master user of an online platform
- Data analysis and reporting
- Graphic design and related tools

## REQUIRED QUALIFICATIONS

### Education

Advanced university degree in communications, events, web design 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 platform or community management, communications or related field.

**Languages**

Advanced knowledge of English.

Knowledge of French or Spanish would be an asset.

**LEARNING ELEMENT**

The Junior Professional Officer will become an expert and Master User in the operation of our core platform, ensuring a seamless user experience, recommending improvements and extracting data. They will also enrich their ability to activate a community of organizations, with creative multi-channel outreach, and to deliver a complex international event for senior level executives of business support organizations. The event will take place in Qatar in 2024.

On completion of the assignment, the Junior Professional Officer is expected to:

- Have acquired knowledge on the ecosystems and other factors that support MSME competitiveness,
- Have built networks in business support organizations globally,
- Gained experience at running international events,
- Gained experience in community outreach,
- Gained experience as the master user of an online platform.

**BACKGROUND INFORMATION**

The Institutions and Ecosystems Section, in the Division of Enterprise Competitiveness and Institutions, delivers a service area that is core to ITCs strategy. The business support organizations that we work with are partners and multipliers for impact, ensuring that small firms in target countries and value chains receive the ongoing support they need to succeed, driving sustainable and inclusive growth. We have niche expertise in operational excellence for business support organizations and we engage with these organizations in every continent. For improved efficiency and effectiveness our expertise is shared via an online platform, that is increasingly integrated in all of our project work. We are a small team, that is purpose-driven, expert, agile, and trusted. The JPO will report to a Programme Officer under the overall supervision of the Chief, and with specific technical guidance from relevant technical experts.

Our platform connects directly with the work of the Sector and Enterprise Competitiveness section (SEC), supports the mainstreaming goals of the sections focusing on sustainable and inclusive value chains and contributes data to our research team. Our direct beneficiaries are business support organizations, but our work indirectly affects the success of hundreds of thousands of small firms.

As part of this we are increasingly helping business support organization to deliver services to firms that build climate resilience, are responsive to the needs of women and youth, and support socially responsible business models.

Many of our projects are in Africa, but our scope of work covers every continent. Our key event in 2024 is in Qatar. We would expect the JPO to be available to travel to this event as a critical part of the event management team.

Find out more at this link to our [platform](#)

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

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