



July 2023

Title: Junior Membership and Outreach Officer
Bureau/Dept/Unit: BDT/PDD/MPS
Supervision: Head, Membership & Private Sector Service
Duration: 2 years
Location: ITU Headquarter – Geneva, Switzerland
Grade: **P2**

ITU is the United Nations specialized agency for information and communication technologies – ICTs.

We allocate global radio spectrum and satellite orbits, develop the technical standards that ensure networks and technologies seamlessly interconnect, and strive to improve access to ICTs to underserved communities worldwide.

ITU is committed to connecting all the world's people – wherever they live and whatever their means. Through our work, we protect and support everyone's fundamental right to communicate.

Today, ICTs underpin everything we do. They help manage and control emergency services, water supplies, power networks and food distribution chains. They support health care, education, government services, financial markets, transportation systems, e-commerce platforms and environmental management. And they allow people to communicate with colleagues, friends and family anytime, and almost anywhere.

With the help of our global membership, ITU brings the benefits of modern communication technologies to people everywhere in an efficient, safe, easy and affordable manner.

ITU membership reads like a Who's Who of the ICT sector. We're unique among UN agencies in having both public and private sector membership and affiliated Academic and Research Institutes. So in addition to our 193 Member States, ITU membership includes ICT regulators, many leading academic institutions and some 700 tech companies.

In an increasingly interconnected world, ITU is the single global organization embracing all players in this dynamic and fast-growing sector.

The JPO would be based in ITU HQ in Geneva, Switzerland, an international and exciting city that host more than 30 international institutions, and approximately 750 NGOs and the permanent representations of 179 member states. . Geneva host more than two thirds of all UN activities and is visited by nearly 3000 heads of states or similar officials every year. It is a great opportunity to be based at the heart of the diplomatic world, and meet people from across the globe.

A. Organizational Unit:

The Telecommunication Development Bureau (BDT) is responsible for the organization and coordination of the work of the Telecommunication Development Sector (ITU-D) of the Union which deals mainly with ICT-focused development policies, strategies and programmes, as well as technical cooperation activities, to promote digital inclusion and drive digital transformation at community, country and regional levels. To effectively and efficiently serve the needs of ITU members, BDT is organized into four functional areas:

Office of the Deputy to the Director and Field Operations Coordination Department
Partnerships for Digital Development Department
Digital Networks & Society Department
Digital Knowledge Hub Department

The Partnerships for Digital Development Department is responsible for the development of sustainable and impactful partnerships with donors, foundations, and the private sector. It further coordinates the delivery of these resources to meet the needs of the membership in accordance with World Telecommunication Development Conference (WTDC) and ITU Plenipotentiary Conference (PP) outcomes. This department is also responsible for project design and support, and contributes actively to the implementation of the regional initiatives. Finally, this department is charged with defining the BDT membership strategy and for the sound management of the ICT Development Fund.

. Organizational context: (Describe the organizational setting of the post and the purpose of the post as well as any supervision given or received)

The Partnerships for Digital Development Department (PDD) is responsible for the development of sustainable and impactful partnerships with donors, foundations, and the private sector. It further coordinates the delivery of these resources to meet the needs of the membership in accordance with World Telecommunication Development Conference (WTDC) and ITU Plenipotentiary Conference (PP) outcomes. This department is also responsible for project design and support, and contributes actively to the implementation of the regional initiatives. Finally, this department is in charge of defining the BDT membership strategy and for the sound management of the ICT Development Fund.

Under PDD, Membership & Private Sector Service (MPS) is responsible for enhancing ITU-D membership engagement and outreach through developing strategies and tools for maintaining effective relationships with ITU-D membership and attracting new public private sector entities, including those from Academia.

This position is under the direction of the Chief of Department and the day-to-day supervision of the Head, MPS, the JPO would focus on researching, developing and implementing digital tools to enhance membership engagement and outreach to current and potential ITU-D Sector Members, Associates and Academia.

C. Duties, responsibilities and key results expected:

Under the regular supervision of the Head of Membership and Private Sector Service, the Junior Professional Officer will:

- Work with cross-functional teams to pull data and information and customize it for communications campaigns to engage current and prospective members;
- Segment and target current and prospective members to provide them with differentiated services that bring more value to their membership;
- Help shape ITU-D message videos and multimedia presentations and outreach strategies in coordination with marketing teams;
- Create designs by using computer software to achieve similar ends;

Developing and managing relationship with ITU-D Sector Members, Associates, and Academia;

- Developing and maintaining communication with colleagues, current and prospective members to understand needs and consider new requirements;
- Keep abreast with the fast-changing ICT environment and propose innovative ideas and methods of membership retention and recruitment;
- Perform other related duties as assigned.

D. Work relations and contact *(Describe the level of contacts by title (colleagues, collaborators, suppliers, clients, media, major donors), the skill used in developing and maintaining the contacts (such as to exchange information, persuade, advocate, build alliances, make commitments for the Organization or represent service or ITU) as well the purpose behind and the frequency of contacts)*

Regular contact with Communications teams to follow up communications campaigns which promote BDT's impactful work;

Regular contact with BDT staff programme Focal Points for matching membership interests with the appropriate area of action.

E. Competencies

Core Competencies: Applying Expertise; Effective Communication; Learning and Knowledge Sharing; Organizational Commitment; Results-Focused, and; Teamwork and Collaboration.

Essential Functional Competencies: Analysis, Judgement and Decision Making ☒; Client and Service Orientation ☒; Innovation and Facilitating Change ☒; Leadership ☒; Networking and Building Partnerships ☒; Planning and Organising ☒; Successful Management ☒

Essential Technical Competencies *(Examples of technical competencies are knowledge of regulatory frameworks, ERP or project management methodologies, etc.):*

Experience in working in a multi-cultural, multi-ethnic team environment.
Strong and positive communication skills and the ability to effectively convert technical terms into effective communication strategies understood by the target audiences of ITU/BDT counterparts.

F. Qualifications required

1. Education:

University degree in international relations, marketing, communications, information technology or related field OR education in a reputed college of advanced education, with a diploma of equivalent standard to that of a university degree in one of the fields above.

Work experience:

At least three years of progressively responsible experience in the successful development and implementation of marketing strategies. An advanced degree in a related field can be considered as a substitute for one year of working experience. A doctorate in related fields can be considered as a substitute for two years of working experience.

2. Languages:

Knowledge of one of the six official languages of the Union (Arabic, Chinese, English, French, Russian, Spanish) at advanced level and knowledge of a second official language at intermediate level. Knowledge of a third official language would be an advantage. (Under the provisions of Resolution No. 626 of the Council, a relaxation of the language requirements may be authorized in the case of candidates from developing countries: when candidates from such countries possess a thorough knowledge of one of the official languages of the Union, their applications may be taken into consideration.)

G. Training and Learning Elements:

The candidate will acquire excellent knowledge and experience of:

- Review and package content related to opportunities for Industry engagement in the work of the BDT;
- Review and draft outreach, marketing and communication strategies of an international organization.
- Identify and tailor marketing and communication strategies for multiple target audiences, including international donors, international and national NGOs, national public institutions and the private sector.
- Efficiently monitor and adjust marketing and communication strategies depending on changes in circumstances.
- Convert highly technical information into easy to understand marketing and communications messages for multiple audiences.

Learning will be structured and will take place through preparation and participation in ITU meetings and/or workshops, by studying ITU reports, surveys, studies or activities related processes, by mentoring/coaching/on-the-job training

The post holder will be attached to a direct supervisor who will provide learning opportunities by the following means:

- Involvement in the main platforms for industry participation in the work of the Development Sector (Global Symposium for Regulators Industry-related meetings, for e.g.) and aligning promotional materials and content packaging in coordination with BDT clusters and initiatives for promotion and engagement of Sector Members.
- Preparation and participation in calls and briefs to new Sector Members of ITU-D and internal meetings with ITU Membership team

H. Additional information regarding the post *(Additional space for comments that have not been mentioned in the above sections, if any.)*

Fluency in English is required