



JOB PROFILE

Title: Programme Officer, Communications (JPO)
Grade: P2 (In accordance with Agreement between Donor Country and UNAIDS)
Department/Unit: UNAIDS Ghana Country Office
Location: Accra, Ghana
Duration of assignment: 2 years with possibility of extension

About UNAIDS

Serving Countries and Communities to End Inequalities and AIDS

We, the Joint United Nations Programme on HIV/AIDS, lead the global effort to end AIDS as a public health threat by 2030. By placing the Sustainable Development Goals (SDGs) related to reduction of inequalities at the heart of our work, we lead the global response to AIDS by: (i) maximizing equitable and equal access to HIV services, (ii) breaking down barriers to achieving HIV outcomes, and (iii) integrating efficient HIV responses into wider health and protection systems.

We are committed to creating an equal, safe and empowering workplace culture where all people in all their diversity thrive. We live our values of Commitment to the AIDS Response, Integrity and Respect for Diversity. You can access the full UNAIDS Competency Framework [here](#).

Organizational Context

The Country Office provides leadership and coordinates the expanded UN system response in Country towards ending AIDS as a public health threat by 2030. Using an equity and equality lens as part of the Sustainable Development Goals (SDGs), the Country Office scales up HIV services focused on key populations, and other groups living with or at risk of HIV (i.e. women and girls in all their diversity, people with disabilities, indigenous peoples) and in locations most at risk. The Country Office promotes effective use of strategic information to better understand and track the epidemic and its trends, and to measure progress and sustainable impact of the response in Country. It supports efforts to strengthen the capacities of communities and their meaningful engagement in health, social protection, human rights and social justice mechanisms, and gender transformative approaches, and

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provides intellectual support and technical guidance as necessary to partners, communities, civil society organizations and policymakers.

In this regard, UNAIDS seeks a Communications JPO to work under the direct supervision of the UNAIDS Country Director (UCD) in Ghana and is expected to work within the UN system and externally with all partners to ensure effective internal and external communication on the work of UNAIDS in Ghana as well as of other key multi-sector partners, and its links to local, regional, and global dynamics in the HIV response. The JPO is expected to interface with her/his equivalent focal point persons in UN agencies, Government partners, Civil Society partners, development partner, academic sector, private sector s and the media in this respect and to do so in line with UNAIDS mandate and principles.

Supervision

Name of Supervisor:

Title of Supervisor: Country Director

Content and methodology of supervision:

As part of the UNAIDS JPO programme overall framework, the JPO will benefit from the following supervision modalities:

- Structured guidance provided by the supervisor, especially in the beginning of the assignment, with the purpose of gradually increasing the responsibilities of the JPO.
- Establishment of a work plan, with clear key results (Performance Evaluation Report) and completion of the yearly Performance Evaluation Reports.
- Effective supervision through knowledge sharing and performance/development feedback throughout the assignment.
- Participation in Unit/Team/Office meetings to ensure integration and operational effectiveness.
- Guidance and advice in relation to learning and training opportunities within the field of expertise.
- Regular calls organized by the Human Resources Department (individually and/or as a group) to establish a community of practice and provide networking opportunities for JPOs. Specific emphasis is set on mentoring and supporting first-year JPOs.

Key responsibilities

Reporting to the UNAIDS Country Director (UCD) Ghana, the incumbent will contribute to creating impactful communications on the work and value added of UNAIDS, the innovation, creativity, and outcomes of UNAIDS initiatives, and UNAIDS policy recommendations, in support to campaigning and advocacy to advance the HIV response at country level.

In particular, the incumbent will have the following responsibilities:

- Campaigning, advocacy, and communications.
 - Contribute to the development of HIV response campaigns as well as to communications advocacy strategies, and health promotion initiatives.
 - Design social media campaigns and materials to communicate critical elements necessary to advance the HIV response, geared to the country context.

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- Provide daily summaries of news articles relevant to UNAIDS' work.
 - Scan the international and local media to inform and to facilitate improvement of UNAIDS' programming in-country.
 - Gather information, design, and produce a monthly UNAIDS/JUTA newsletter and disseminate to UNAIDS stakeholders.
 - Participate in UNAIDS visibility events and activities, designing the media and communications aspects.
 - Undertake or supervise photography and videography as required.
- Impact stories and successes.
 - Prepare human stories, including through interviewing influencers and community actors, for local media, for Facebook, Twitter and other platforms and for UNAIDS channels
 - Develop photo stories, videos, short films or documentary and other creative arts to illustrate impact and success.
 - Create and craft compelling content – both in digital and traditional media, which engages audiences in a dynamic, interactive, and meaningful way and sparks conversations around the work of UNAIDS.
- Develop and expand media platforms.
 - Manage UNAIDS presence on social media on a day-to-day basis, with postings that increase engagement.
 - Develop multi-media content and engaging text for social media (Twitter and Facebook) posts for a minimum of five days in a week.
 - Work with journalists to support them in producing stories for media in Ghana.
 - Prepare articles, Op-eds, radio spots, press releases, other information media on the work of the UNAIDS for dissemination in the local press, the UN websites.
 - Monitor and moderate social media channels, flagging risk and opportunities to deepen engagement.
- Executive Support
 - Work with the Director in preparing written materials, including concepts, speeches, talking points, articles, scripts, press releases and policy briefs for the country office.
 - Assist in editing and proofreading of content using UNAIDS' tone and style for CO's articles.
 - Provide support for programme activities to be undertaken by other units.
 - Represent UNAIDS in the UN Communication Group and contribute to identifying new and creative ways to show how UN programmes are delivering results and promoting a coherent image of the UN; and participate in developing common UN communication strategies, plans and activities.
 - Perform other related tasks assigned by the Director.

Learning Elements:

Upon completion of the assignment, the JPO will be able to:

- Increase skills and technical knowledge on campaigning and advocacy for HIV response through the implementation of communication strategies.
- Acquire technical and management skills in media management.
- Develop stories on the success, value, and results of UNAIDS and UN work and showcase these in support to campaigning, advocacy, resource mobilization and fundraising strategies.
- Increase skills on communicating with impact as key component of health promotion and communication for behavioral change.

Linkages with other units

Internal	Purpose
UNAIDS RST WCA	Coordination with Regional Team on key communications priorities for the region and inform on key actions implemented by country office.
UNAIDS Global Centre Communications Team	Engagement of the country office in relevant communications initiatives promoted by Global Centre and inform on key actions implemented by country office.

External	Purpose
Office of the UN Resident Coordinator, UN Joint Team on AIDS, UN Communications Group	Position critical elements of HIV response in key communication related initiatives of the UN System in Ghana.
Ghana AIDS Commission	Provide technical assistance in design of campaigns, communication strategies and graphic materials.
National AIDS/STIs Control Programme	Provide technical assistance in design of campaigns, communication strategies and graphic materials.
CSOs working on HIV response (including PRs and SRs of the Global Fund)	Provide technical assistance in design of campaigns, communication strategies and graphic materials. Coordinate initiatives to communicate with impact the good practices on HIV response supported by GF projects and to promote joint communications work.
PEPFAR entities (USAID, CDC, and implementers)	Coordinate initiatives to communicate with impact the good practices on HIV response

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	supported by PEPFAR and to promote joint communications work.
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Post requirements: knowledge and experience

EDUCATION

Essential: Advanced university degree at Master's level or equivalent in social sciences, communications, public health, development, economics, public administration, or management, or in similar fields.

EXPERIENCE

Essential: At least two years of relevant work experience, preferably developing and implementing communication strategies, advocacy and campaigning initiatives, social media management, and communication for health promotion initiatives. Experience working in communications for development, public health, or HIV response areas. Demonstrated experience in writing on AIDS, health, and development related issues.

Desirable: Experience in working with the United Nations, Government entities, CSOs or international development partners.

LANGUAGES

Essential: Advanced level of English.

Desirable: Working knowledge of any other UN language an asset.

FUNCTIONAL/TECHNICAL KNOWLEDGE/SKILLS

Communications strategies.

Management of relationships with print and broadcast media.

Management of social media platforms.

Experience in photography, video editing, and journalism.

Experience in design of communicational materials.

Strong analytical and writing abilities.

UNAIDS Values

1. Commitment to the AIDS response
2. Integrity
3. Respect for diversity

Core competencies

1. Working in teams
2. Communicating with impact
3. Applying expertise
4. Delivering results
5. Driving change and innovation

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6. Being accountable

Managerial competencies

1. Exercising sound judgement
2. Building relationships and Networks

7. Certified as an accurate description of the work assigned (and performed if the position is occupied):

1st Level Supervisor

Name:

Title: UNAIDS Country Director

Signature:

Date:

2nd Level Supervisor

Name:

Title: Director, Regional Support Team, West and Central Africa

Signature:

Date: