

Job Description Form

Classification Date: October 2019

1. Job Type **2. Job Information****Title** **Functional Group - Level 1** **Grade** **Functional Group - Level 2** **Job Code** **Functional Group - Level 3** **CCOG Code** **Functional Clearance Required** **FOR EXPERT POSITIONS ONLY****Position Number** **Location** **Supervisor Position Number** **Supervisor's Title** **Supervisor Grade** **3. Organizational Setting and Work Relationships**

In line with its Global Communications Strategy, UNHCR requires skilled communications professionals to conceive and execute a range of activities that help us lead the narrative on forced displacement, generate empathy and mobilize action. This body of work spans communications strategy and coordination, news and media relations, multimedia content production, social media engagement, Goodwill Ambassadors and other influencers, public outreach and campaigns, fundraising, analytics and brand.

UNHCR's Associate Communications Officers need to cultivate a keen understanding of our target audiences—including an up-to-the-minute grasp of the methods and tone of voice that resonate deeply, win trust and spark quality engagement. They must be vigilant about editorial and journalistic standards, attentive to protection concerns and political sensitivities, and focused on communicating successfully with key demographics. These audiences will vary by location, language and platform, among other factors, as well as whether the aim is to inform, advocate or raise funds.

The Associate Communications Officers' functions, working relationships and skills specializations differ depending on language, location, grade, and whether they sit within a country operation, a regional bureau or the Global Communications Service. UNHCR's primary target audiences include public, media and policymakers, while our main partners and influencers include peers and private sector, trusted figures and our own workforce. Some communicators will focus mainly on news and media relations, for example, while others will produce multimedia content, manage social media accounts or lead advocacy campaigns. Forging partnerships with media outlets that reach target audiences is a central role for all Associate Communications Officers.

All Associate Communications Officers are expected to work strategically in support of UNHCR's operational and communications objectives for their geographic area of responsibility (AoR) as well as global priorities. Communications approaches should reflect our core values as an organization that is caring, trustworthy, proactive, outcome-focused and responsive. This will reinforce UNHCR's role as the lead agency that protects refugees, internally displaced and stateless people and mobilizes action to provide solutions.

All UNHCR staff members are accountable to perform their duties as reflected in their job description. They do so within their delegated authorities, in line with the regulatory framework of UNHCR which includes the UN Charter, UN Staff Regulations and Rules, UNHCR Policies and Administrative Instructions as well as relevant accountability frameworks. In addition, staff members are required to discharge their responsibilities in a manner consistent with the core, functional, cross-functional and managerial competencies and UNHCR's core values of professionalism, integrity and respect for diversity.

4. Duties

- Support the implementation of communications strategies for countries, situations and special projects; identify thematic priorities and target audiences to meet UNHCR's global communications objectives.
- Monitor news and popular trends to insert UNHCR's messaging into ongoing conversations; identify key moments for proactive communications.
- Forge strategic partnerships with individuals and organizations who can help produce and promote UNHCR content, activities and messaging as well as provide research insights to improve communications; promote the work of engaged businesses and civil society actors.
- Contribute to the development of news-driven and authoritative content to lead the narrative on forced displacement and show UNHCR's impact (e.g. interviews, press releases, flagship reports, speeches), create emotive storytelling to generate empathy (e.g. stories, multimedia content) and mobilize action by signposting concrete steps people can take to help refugees (e.g. digital diplomacy, action-driven campaigns, fundraising).
- Support the supervisor in ensuring content created reaches maximum impact by developing strategies for distribution from the outset, boosting the visibility of our content on relevant UNHCR channels and placing it on external channels.
- Closely monitor the implementation of communications projects and adjust accordingly. Benchmark the results of communications projects against set success indicators; build on communications successes.

Additional duties for news and media roles:

- Implement communications strategies, campaigns, events and other initiatives in support of UNHCR's strategic objectives, including its need for leading share of voice on refugee and related matters, and ensure coverage of refugee situations in their country or region in global and domestic media.
- Research, prepare, fact-check, edit and produce professional media and communications materials for target audiences and ensure their timely dissemination via UNHCR's communications channels, ensuring highest quality standards.
- Draft media releases, statements and media briefing notes, and secure clearances, working in conjunction with relevant focal points and keeping sensitive to needs of both internal and external audiences.
- Act as a spokesperson for UNHCR, organizing press events, handling interviews requests and providing responses to requests from media relating to UNHCR and its work.
- Engage with journalists and public audiences via social media channels.
- Regularly provide ideas for communications initiatives and considered professional communications advice to senior staff of UNHCR.
- Undertake missions and field trips with media and other official visitors in support of UNHCR and its work.
- Actively maintain media relations for UNHCR, ensuring that media (and other important external stakeholders, such as governments, embassies, NGOs etc.) are briefed regularly on issues of importance to UNHCR, and have access to information and UNHCR expertise.
- Prepare and manage communications budgets.
- Ensure alignment with UNHCR's global branding and messaging.
- Continually maintain and upgrade communications skills, keeping abreast of emerging platforms and tools, and systematically reviewing media impact results and other measurement tools for learning purposes.

Additional duties for news and media roles within the Global Communications Service

- Oversee coordination of communications work for their designated regions and thematic issues, working closely with communications staff in bureaux and country offices and in collaboration with senior communications officers/advisers in that region.
- Manage a wide network of relationships at all levels across bureaux, divisions and offices (including the Executive Office) to ensure timely internal information sharing as a foundation for grounded communications, and to build consensus around communications proposals.
- Maintain close involvement in communications recruitment and training needs for assigned regions, keeping in mind UNHCR's goals of employing and retaining the world's leading humanitarian communications expertise.

Additional duties for news and media roles within Country Offices

- Act as the primary interface on communications matters between the country office and the Global Communications Service.
- Support the supervisor in crisis communications work for the country within the AoR, alerting the GCS/News & Media Section's crisis communications lead to risk issues and ensuring close coordination.

Additional duties for news and media roles within Regional Bureaux

- Regularly provide ideas for communications initiatives and considered professional communications advice to senior Bureau staff and Representatives of Country Operations overseen by the Bureau.
- Oversee data and information gathering and sharing of information with a view to ensuring the Bureau's authority as a centre of up to date knowledge and expertise relating to its region.
- Ensure Bureau staff are aware of UNHCR's global positioning needs.
- Perform other related duties as required.

5. Minimum Qualifications

Education & Professional Work Experience

Years of Experience / Degree Level

For P2/NOB - 3 years relevant experience with Undergraduate degree; or 2 years relevant experience with Graduate degree; or 1 year relevant experience with Doctorate degree

Field(s) of Education

*Journalism;
Communications;
Film / Video;*

*International Relations;
Public Information;
or other relevant field.*

*Political Science;
Media*

(Field(s) of Education marked with an asterisk* are essential)

Certificates and/or Licenses

Not specified.

(Certificates and Licenses marked with an asterisk* are essential)

Relevant Job Experience

Essential

Minimum 1 year of professional experience in journalism and/or communications, mainly at international level.

Desirable

Strong social media presence. Experience working on advocacy campaigns. Experience working with goodwill ambassadors and other high-profile influencers. Experience with brand management. Experience with measurement and evaluation, especially providing analysis of media coverage, social media engagement, web traffic, etc. Experience reporting, writing, editing for magazines, newspapers and websites. Experience using digital asset management systems. Experience with digital analytics and performance reporting.

Functional Skills

Required skills will vary according to the precise nature of the role, location, etc. but may include:

CO-Digital content production

CO-Editing

CO-International Media Contacts

CO-Journalism (incl. print, broadcast, photography, video, layout & graphics)

CO-Preparation of key messages/talking points/speeches

CO-Public Speaking

CO-Spokesperson skills

CO-Video production for digital platforms (including news organizations)

IT-Web Content Management

MS-Drafting, Documentation, Data Presentation

(Functional Skills marked with an asterisk* are essential)

Language Requirements

*For International Professional and Field Service jobs: **Knowledge of English and UN working language of the duty station if not English.***
*For National Professional jobs: **Knowledge of English and UN working language of the duty station if not English and local language.***
*For General Service jobs: **Knowledge of English and/or UN working language of the duty station if not English.***

6. Competency Requirements

All jobs at UNHCR require six core competencies and may also require managerial competencies and/or cross-functional competencies. The six core competencies are listed below.

Core Competencies:

Accountability
Communication
Organizational Awareness
Teamwork & Collaboration
Commitment to Continuous Learning
Client & Result Orientation

Managerial Competencies:

Empowering and Building Trust
Judgement and Decision Making

Cross-Functional Competencies:

Analytical Thinking
Innovation and Creativity
Political Awareness

All UNHCR workforce members must individually and collectively, contribute towards a working environment where each person feels safe, and empowered to perform their duties. This includes by demonstrating no tolerance for sexual exploitation and abuse, harassment including sexual harassment, sexism, gender inequality, discrimination, and abuse of power.

As individuals and as managers, all must be proactive in preventing and responding to inappropriate conduct, support ongoing dialogue on these matters and speaking up and seeking guidance and support from relevant UNHCR resources when these issues arise.

This is a Standard Job Description for all UNHCR jobs with this job title and grade level. The Operational Context may contain additional essential and/or desirable qualifications relating to the specific operation and/or position. Any such requirements are incorporated by reference in this Job Description and will be considered for the screening, shortlisting and selection of candidates.