



August 2024

Title: Junior Professional Officer – **Junior Digital Sales Officer**  
Bureau/Dept/Unit: FRMD / Sales of ITU Publications  
Supervision: Lis Lugo / Head of Unit  
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. 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 190 international organizations. 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 General Secretariat directs all the administrative and financial aspects of the Union's activities, including the implementation of the provisions of the administrative regulations on operational questions, the dissemination of information on telecommunication matters for operational and other purposes, the provision of legal advice to the Bureau of the Union and the departments of the General Secretariat, logistic support to the Union's activities including conferences, the coordination of the work of the Union with other international organizations, the dissemination of information to the Member States and Sector Members, press, corporate and individual users of telecommunications and the general public. The General Secretariat is also responsible for the organization of world telecommunication exhibitions and forums.

Within the General Secretariat, the Financial Resources Management Department (FRMD) advises the Secretary General on financial resources management, accounting issues and procurement. It manages ITU's financial resources ensuring consistency with ITU strategies, policies, regulations and rules as well as UN Common System policies. It also ensures sound and balanced financial management of the Union; provides support and strategic advice on financial, budgetary and procurement matters, with a goal to strengthen ITU's financial system.

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

Within ITU's Financial Resources Management Department, the Sales of ITU Publications unit coordinates sales and distribution of ITU Publications and provides customer service and assistance to individual clients (B2C) as well as to ITU's 70+ official global distributors network (B2B). Revenues from the sales of ITU Maritime Publications generate an average of 15m CHF annually.

Under the direction and supervision of the Head, Sales of ITU Publications, the junior Digital Sales Officer will support the evaluation ITU publications/software/databases, focusing on maximizing digital sales potential through comprehensive market and product analysis, collaborating in internal projects, and enhancing digital distribution channels and business intelligence reports.

## **C. Duties, responsibilities and key results expected:** *(will be evaluated by Classification Officer)*

Under the supervision of Head, Sales of ITU Publications, the Junior Professional Officer will:

- Conduct analysis of the ITU-wide portfolio using data analytics techniques. This includes leveraging data to identify potential new clients, markets, and content areas. The objective is to identify opportunities to increase revenue by leveraging the potential of each product.
- Represent Sales in internal projects, collaborating with content creators and technical teams. Oversee all project stages, from gathering market-driven requirements and testing solutions to coordinating marketing campaigns and managing customer communications.

- Analyze the existing and future digital distribution channels and propose improvements based on market trends and future expectations to keep these channels competitive and profitable.
- Assist in developing and refining business intelligence reports, utilizing data insights to drive effective marketing strategies and decision-making.
- Prepare briefings and recommendations for ITU management based on findings from the above-noted research.

**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)*

Contacts/title	Skills/Purpose	Frequency
FRMD Sales colleagues	Exchange information, learn, train;	Daily
Other-ITU staff, collaborators	Exchange information, persuade, collaborate;	Daily/Weekly
External ITU Resellers	Advocate, build alliances, represent ITU;	Weekly/Monthly

## 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.):*

Product development, digital marketing, e-commerce, and data analytics.

## F. Qualifications required

### 1. Education:

Bachelor's or Master's degree in Information Technology, Data Science, Business Intelligence, Computer Science, or related fields.

### 2. Work experience:

At least three years of progressively responsible experience in the field of the post. Previous experience in digital sales, data analytics, and project management.

### **3. Languages:**

Excellent knowledge of English and intermediate level of a second official language.

### **G. Training and Learning Elements:**

In this role, the candidate will have the opportunity to gain extensive knowledge and hands-on experience in several areas:

- Data analytics: Develop expertise in performing data analytics to uncover new market opportunities and enhance revenue potential. Learn to build and refine business intelligence tools and reports, utilizing sophisticated data insights to inform strategic marketing and decision-making processes, essential for driving measurable business growth.
- Digital sales and marketing: Learn to design and implement strategies that leverage digital tools to enhance market presence and sales performance.
- E-Commerce: Gain proficiency in the latest e-commerce platforms, understanding how digital content is managed and optimized across various channels.
- Product development: Understand the lifecycle of product development from conceptualization to market release.

Structured learning will occur through active participation in ITU meetings, surveys, studies, and involvement in activities related to ongoing processes. Additionally, practical learning will be enriched by mentoring, coaching, and on-the-job training initiatives.

The position offers a direct link to seasoned professionals:

Direct tutorship from Head of Unit: Receive personalized guidance and insights from the head of the unit, fostering rapid professional growth.

Collaboration with product owners: Work closely with ITU experts to gain a comprehensive understanding of the organization's offerings in telecommunications, satellite frequency assignments, and standardization, enhancing industry knowledge and product familiarity.

This role is designed not only to advance the ITU's objectives but also to significantly enhance the professional capabilities of the incumbent.

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