

JPO functional title: Communications and Partnerships Analyst

Main sector of assignment: The Representation Office in Brussels, Division of Communications and Strategic Partnerships

Duty Station: Brussels, Belgium

B. Supervision

Title/Level of Supervisor: Senior Policy and Strategic Partnership Advisor, P-5

C. Information for Donor Consideration

1. How could the work experience in your particular work unit and the proposed ToR benefit the JPO's possible retention and career advancement in the UN System or UNFPA?
 - Getting to know both UN and European institutions.
 - Gaining experience in communications in a multilateral context.
 - Learning about the intersection between communications and advocacy.
 - Exposure to both development and humanitarian contexts.
 - Experience dealing with highly sensitive/ political topics and managing them well.
 - Experience with reputation management and risk mitigation.
 - In general, strategic communications is a critical skill set for all professionals as it helps people and organizations navigate complexity, build alliances, mitigate and handle risk, and operationalize advocacy goals.
2. Does the supervisor have experience managing and coaching a young professional, and for how many years?
Yes, the supervisor has over 10 years of experience managing and coaching young professionals.
3. Is the work unit expected to undergo a realignment or currently in the process of realignment?
No.
4. Subject to satisfactory performance, could the work unit co-fund (50-50) the JPO post in the final year of assignment?
UNFPA's Brussels Office is a Representation Office and does not have funds for staffing beyond the institutional budget.
5. How many P-2, P-3, and P-4 posts does the work unit currently have?
The work unit has 2 P-3 posts and 1 P-4 post.

D. Duties and Responsibilities

Under the overall responsibility and direct supervision and guidance of the Senior Policy and Strategic Partnership Advisor of the UNFPA Representation Office in Brussels. The Communications Analyst will work in close cooperation with the Media and Communications Branch, Resource Mobilization Branch, Communication staff of the Regional and Country Offices, as well as programme Specialist/s at the Representation Office in Brussels to support the agency's advocacy strategy and raise the agency's profile; improve visibility and recognition of donors' role in bringing UNFPA's mission to life; strengthen existing partnerships, communicate the effectiveness of UNFPA's programmes and underline the importance of core funding, including by leveraging UNFPA's global and UNBT websites, and social media channels, and support implementation of the communications strategy of the Representation Office in Brussels, as well as the EU-UN guidelines on visibility and communication.

The Communications Analyst will:

Communication strategy

- Produce creative and compelling content which engages the audience in a dynamic, interactive and meaningful way and sparks conversations around issues related to UNFPA's three transformative results.

- Identify and pursue opportunities to increase visibility and engagement with donors and other partners.
- Coordinate communication coverage of the UNFPA senior management engagement, by preparing Talking Points, speeches, contributing to the BNs, organizing communication opportunities etc.
- Oversee the planning and creation of communications materials, including brochures, infographics and videos, etc., targeting partners and donors.
- Identify and write/edit stories highlighting positive impact of key donor partnerships on the lives of the people UNFPA serves in the COs for multiple channels.
- Provide support in developing internal communications tools and content, including key messages and presentations, to expand corporate knowledge and efforts related to donor partnerships
- Support the planning and execution of donor related events.
- Maintain donor databases and ensure proactive and systematic communications outreach, including potentially through regular communications updates informing key donors of UNFPA priorities and sharing newly published content on the donor portal.
- Provide necessary input to the DCS bi-monthly newsletter on behalf of the Representation Office in Brussels.
- Actively participate and represent UNFPA in the interagency communication group in UN Brussels and contribute in preparation of the joint UN events.
- Lead the collaboration with the UNRIC, journalists based in Belgium/ Brussels and the Netherlands

Social Media engagement and content creation

- Create compelling social media content and new digital and social media initiatives, collaborations and campaigns with a specific focus on partnership-building and resource mobilization.
- Amplify UNFPA's thematic priorities in the larger donor community through Social Media messaging.
- Review/ edit Social Media messages suggested by colleagues in the Representative office in Brussels and wider UNFPA, and manage social media channels.
- Disseminate the social media packs created by MCB relevant to the donor community.
- Provide live posting on X and other relevant Social Media channels during key events relevant for resource mobilization.

EU-UN visibility guidelines

- Support UNFPA's business units in ensuring proper visibility of the EU's financial support.
- Support the development and revision, in collaboration with the programme team, of the Office in Brussels strategic communication and visibility plans of the EU funded projects.
- Coordinate with the programme staff, COs, ROs and HQ to collect results and stories of the EU-funded programme to be used in preparation of the background communication materials for journalists, donors, and other partners.
- Provide support to the office in implementation of the Capacity development strategy of working with the EU regarding the visibility requirements.

Carry out any other duties as may be required by the supervisor.

E. Qualifications and Experience

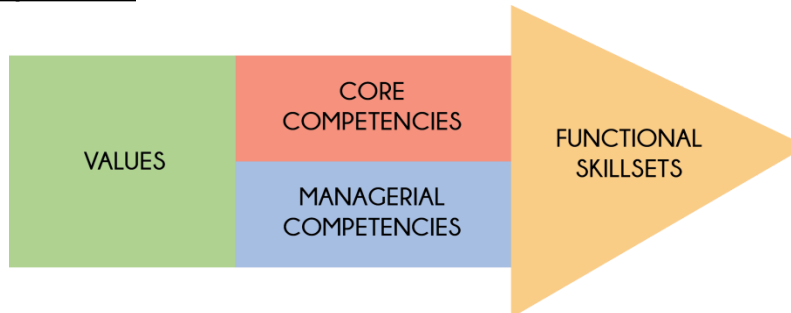
- Advanced degree in communications, journalism, public relations or social related field.
- Prior experience in the field of communication and advocacy on social issues would be desirable.
- Professional experience in programme/ project management would be desirable.
- Experience in public relations, communications and/or journalism.
- Proven ability to plan, design, implement and oversee strategic communications at the organizational level, particular in the social sector.
- Familiarity with UN procedures and working methods, particularly with UNFPA agenda, policies and procedures is a plus.
- Fluency in English is required. Working knowledge of French and other UN working languages is an asset.
- Ability to write clearly and concisely.
- Initiative, sound judgment and demonstrated ability to work harmoniously with staff members from different national and cultural backgrounds.

F. Learning Elements

At the end of the assignment, the Communication Analyst should be able to:

1. Better understand population and development and human rights issues, their linkages with the work of other UN agencies, the importance of networking with other groups such as parliamentarians and NGOs, and the functioning of the multilateral system.
2. Better understand the working modality of the EU institutions, including European Commission, European Parliament, etc.
3. Develop strategic thinking to ensure that public events and other outreach initiatives organized or supported by the office meet their advocacy and resource mobilization objectives, and
4. Develop sound planning, implementation and monitoring experience and report on specific interventions.

G. Required Competencies



Values: Exemplifying integrity, Demonstrating commitment to UNFPA and the UN System, Embracing cultural diversity, Embracing change

Core Competencies: Achieving results, Being accountable, Developing and applying professional expertise/business acumen, Thinking analytically and strategically, Working in teams/managing ourselves and our relationships, Communicating for impact

Functional Skill Set: Strategically positioning UNFPA work, managing and promoting the use of knowledge and information, undertaking research for evidence-based advocacy, translating normative concepts in simple messages for a diverse range of audiences, developing partnerships and tailoring technical advice to the needs of different partners.

H. Background Information

Information on the receiving office:

The position is located in the Representation Office in Brussels, Division for Communications and Strategic Partnerships (DCS), which provides liaison with the European Union (EU) institutions and several EU countries. It represents UNFPA in this setting, engages with partners and mobilizes political and financial support for UNFPA's mandate and work. At the same time, the Office is a knowledge-hub within UNFPA on resource mobilization and contribution management in relation to the EU.

This post is in a Family Duty Station.