

General Information

Post Title: Associate Public Information Officer

Unit: Communication Division

Location: Nairobi

Duration: 2 years

Background information on United Nations Environment Programme and requesting Unit

The United Nations Environment Programme (UNEP) is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system and serves as an authoritative advocate for the global environment. UNEP's Communication Division communicates UNEP's core messages to all stakeholders and partners, raising environmental awareness and enhancing the profile of UNEP worldwide. The position is located in the Digital Strategy Section.

Why is a Junior Professional Officer requested/needed?

The Junior Professional Officer is required to support UNEP's Digital Strategy Section, with the bulk of work expected to be with the Social Media Unit, in the field of public information. The duration is envisaged for two years with a possibility of extension.

Supervision

Direct supervision by Ms. Nancy Groves

Title supervisor: Chief of Digital Strategy

Unit supervisor: Digital Strategy Section, Communication Division

Location supervisor: Nairobi

Address, telephone, e-mail and signature of supervisor: United Nations Complex, UN Environment Programme, NOF Block 1, grovesn@un.org

Content and methodology of the supervision:

Support and supervision will include -discussions, regular meetings and feedback in line with the planned E-performance goals and outcomes.

The Junior Professional Officer will be assisted in developing his/her workplan for the E-performance process, which is guided by the set outcomes for the Unit workplan, the Division workplan and the Director's workplan.

Regular weekly meetings will be held between the Junior Professional Officer and the First Reporting Officer (FRO) to discuss tasks and review any bottlenecks to performance, and find solutions.

There will be a mid-point review where goals will be reviewed and any changes in the outcome documented and effected.

The Junior Professional Officer will be invited to attend team meetings, including but not limited to, section editorial meetings, section strategy discussions as well as the numerous and regular interactions with other UNEP divisions, to enable them to learn about the work of other units.

An end of year performance discussion will be held with the First Reporting Officer. Prior to this meeting the Junior Professional Officer will have prepared his/her self-assessment

of performance for discussion with the FRO. Any shortcomings will be discussed and ways of eliminating them instituted.

First appraising officer: Ms. Nancy Groves

Title first appraising officer: Chief of Digital Strategy

Unit first appraising officer: Digital Strategy Section, Communication Division

Location first appraising officer: Nairobi

Second appraising officer: Ms. Nandita Surendran

Title second appraising officer: Deputy Director

Unit second appraising officer: Communication Division

Location second appraising officer: Nairobi

Duties, responsibilities and output expectations

Terms of reference

- Writes, selects, edits, posts, updates and maintains UNEP's content on social media platforms.
- Assists in the development of social media content and tactical strategies.
- Conducts research and provides analysis on digital trends and opportunities.
- Implements social media plans for the organization, including for special events, conferences and campaigns.
- Monitors UNEP's social media accounts for questions, mentions, retweets, shares and other aspects of social media listening.
- Prepares comprehensive reports that include detailed statistics and analytics on UNEP's digital campaigns/outputs and social media activity including audiences, reach and engagement.
- Actively works to expand UNEP's network of followers.
- Shoots and edits story-optimized photo and video content for UNEP's channels.
- Perform other duties as prescribed by the unit chief, the section chief or the Office of the Director.

Output expectations

- Increase in public visibility of UNEP's activities through social media and related digital platforms like the web site.

Travel

Missions envisaged during first year of assignment: Travel to a venue of at least one Communication Division event/meeting during the first year.

Missions envisaged during second year of assignment: At least one mission travel to UNEP/Communication Division meetings on outreach activities.

Training and Learning Elements

Training

The Junior Professional Officer will undertake all UN mandatory training – Security Awareness Training, Competency based training, Performance monitoring training, integrity training. The Junior Professional Officer may also participate in language training courses offered by the UN Office in Nairobi (UNON)

Programmatic and substantive training – Result based management training, programme management training and gender awareness and planning, media training.

Learning elements:

After one year the Junior Professional Officer will be able to: Contribute to the growth of UNEP's reach and followings through the daily social media activity of UNEP across channels.

After two years the Junior Professional Officer will be able to: Lead social media campaigns from inception to completion; Develop innovative approaches to communicating UNEP's policy positions and science; Make a substantive contribution to the achievement of UNEP's main goals in the field of Digital Strategy.

We are confident that the Junior Professional Officer will benefit tremendously through the exposure to UNEP's programme of work and the challenge of communicating environmental science, and will acquire first-hand information on environmental communications, interventions and policies and how to apply these skills within the specific field and inter-governmental organizations.

Qualifications and experience

Qualifications: University degree in the field of communication, journalism, international relations, public administration, computer or information systems or related field is required.

Languages: Fluency in English is required; Knowledge of additional UN languages would be an asset. Good drafting/ writing skills, good oral communication skills required.

Working experience: A minimum of two years of progressively responsible experience in public information, journalism, international relations, public administration or related area is required. Prior experience at the international level is advantageous.

Competencies

Professionalism: Demonstrated In-depth knowledge of communication and the field of public information; shows pride in work and in achievements; Is conscientious and efficient in meeting commitments, observing deadlines and achieving results; Is motivated by professional rather than personal concerns; Shows persistence when faced with difficult problems or challenges; Remains calm in stressful situations. Establish effective collaboration and partnerships with officials at all levels inside and outside the organization.

Planning and Organizing: Develops clear goals that are consistent with agreed strategies; Identifies priority activities and assignments; Adjusts priorities as required; Allocate appropriate amount of time and resources for completing work; Foresees risks and allows for contingencies when planning; Monitors and adjusts plans and actions as necessary; Uses time efficiently.

Technological Awareness: Keeps abreast of available technology; understands applicability and limitation of technology to the work of the office; actively seeks to apply technology to appropriate tasks; shows willingness to learn new technology.

Living conditions at duty station: Nairobi is classified by the UN as a "B" duty station, entitling UN staff to home leave every two years. The normal living conditions for developing country in Africa prevail in Nairobi.