

# Job Description for Professional Posts

**Reference:** MT2025/02

<b>Position and Grade:</b>	Associate Publications Dissemination Officer, P2
<b>Organizational Unit:</b>	Marketing and Sales unit Publishing section Division of Conference and Document Services
<b>Duty Station:</b>	Vienna, Austria
<b>Type/Duration of Appointment:</b>	FT – JPO, 1 year

## Organizational Setting

The Department of Management (MT) provides a ‘platform of services’ that serves as a foundation for the successful delivery of the IAEA’s scientific and technical programmes. Its mission statement is as follows: “MT is a partner and a business enabler that champions change and efficiency, leveraging a common purpose”. Thus, among other support activities, it assists a scientific manager in recruiting the right expert, helps a technical officer coordinate the purchase of radiation equipment, and ensures that all Board documents are translated and distributed on a timely basis to Member States.

One of the main functions assigned to the IAEA by its Statute is to foster the exchange of scientific and technical information and the dissemination of knowledge in the nuclear field among Member States.

To facilitate the effective exchange and dissemination of information relevant to the IAEA's work and mandate, the Division of Conference and Document Services (MTCD) coordinates and supports the implementation of these activities for its users and clients, both internal and external, by organizing meetings and conferences, issuing documents in the six official IAEA languages, i.e. Arabic, Chinese, English, French, Russian and Spanish, and editing, printing and distributing publications.

The IAEA has an extensive publishing programme, implemented by MTCD Publishing Section which acts as the publishing house for the IAEA, producing a wide range of publications on nuclear related issues, online and in print. The Section provides high quality and adaptable publishing options that support the changing publishing and information dissemination requirements of the IAEA.

MTCD Publishing Section is responsible for offering a wide range of professional publishing services from author support, editing and production, graphic design, electronic publishing, printing, and dissemination.

## Main Purpose

Under the overall guidance of the Unit Head, the Associate Publications Dissemination Officer will lead the development and day to day running of data and reporting tools, tracking and monitoring metrics movements and identifying insights of the Scientific and technical publications. They will also

undertake research into user behaviour and provide input into marketing campaigns and strategies. They will also contribute to wider dissemination activities.

## Role

The Associate Publications Dissemination Officer is, (i) an analyst, measuring and reporting on the impact of promotional activities and researching optimum approaches for the dissemination of digital content; (ii) a team member contributing the development and implementation of marketing and promotional strategy and plans; (iii) a communicator, liaising with stakeholders to understand the products and their potential readership and engaging with the readership through a variety of channels including the publications website.

## Partnerships

Collaborate with colleagues within the Section, with originators and other publications stakeholder within the technical Divisions and with OPIC to identify and engage with users and potential users of the publications. Outreach to and engagement with external users and potential users, worldwide through a variety of dissemination means.

## Functions / Key Results Expected

- Working with the Unit Head, the incumbent will assist in reviewing and developing promotional strategy, as well as implementing specific campaigns. Research would be undertaken on industry approaches to the optimum presentation of digital content. Objectives would include: day to day running and analysis of reporting tools; creating a marketing dashboard using data from a variety of data points; provide analysis on the data to feed into promotional activities with the view to increase readership / usage of relevant IAEA knowledge products, increasing engagement with and feedback from users and diversifying the means used to inform potential users.
- Design and implement reporting dashboards that track important metrics and performance trends, provide actionable insights to marketing strategies.
- Undertake user engagement actions and determine optimum dissemination channels.
- Undertake research on knowledge content dissemination approaches, and report on industry best practice.
- Undertake other activities relating to the promotion and dissemination of publications as required.

## Competencies and Expertise (do not revise or edit)

Core Competencies		
Competence	Occupational Role	Behavioural Indicator
Communication	Individual Contributor	Communicates orally and in writing in a clear, concise and impartial manner. Takes time to listen and understand the perspective of others and proposes solutions.
Achieving Results	Individual Contributor	Takes initiative in defining realistic outputs and clarifying roles, responsibilities and expected

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		results in the context of the Department/Division's programme. Evaluates his/her results realistically, drawing conclusions from lessons learned.
Teamwork	Individual Contributor	Actively contributes to achieving team results. Supports team decisions.
Planning and Organizing	Individual Contributor	Plans and organizes his/her own work in support of achieving the team or Section's priorities. Takes into account potential changes and proposes contingency plans.

<b>Functional Competencies</b>		
<b>Competence</b>	<b>Occupational Role</b>	<b>Behavioural Indicator</b>
Knowledge sharing and learning;	Associate	Actively seeks opportunities to learn by formal and informal means; learns from others, adopting and sharing best practice.
Persuasion and influencing	Associate	Expresses ideas and suggestions in a clear manner and demonstrates the ability to successfully persuade and influence others.
Client orientation;	Associate	Establishes effective relationships with clients to understand and meet or exceed their needs. Finds ways to ensure client satisfaction.

<b>Expertise</b>	
<b>Expertise</b>	<b>Description</b>
Marketing	Promotion of IAEA scientific and technical publications / knowledge products.
Data information Analysis and Reporting	Data analysis and data tools including Power BI; Google Analytics; Excel and other programmes
Outreach	Engagement with stakeholder groups to understand the products and user needs and so determine optimum dissemination approaches.

**Education, Experience and Language Skills**

- University degree in marketing, communications or another relevant field.
- Minimum of two years of relevant experience in data analysis, marketing, at the national or international level.
- Experience in using a variety of outreach and knowledge dissemination tools and channels.

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- Excellent oral and written command of English. Knowledge of other official IAEA languages (Arabic, Chinese, French, Russian and Spanish) is an asset.