



## JOB DESCRIPTION

### I. Post Information

Post Title:	<b>Communication and Outreach Officer</b>
Contract type:	Service Contract
Duration:	12 months
Supervisor:	Regional Programme Director
Closing date:	5 September 2010

### II. Organizational Context

Under the guidance and direct supervision of the Regional Programme Director (RPD), the Communication Officer plays an instrumental role in the implementation of the corporate communications strategy, as well as in the design, management and implementation of the communications and publication strategies which are geared to influence the development agenda, promote public and media outreach and mobilize political and financial support for the organization.

A communications strategy tightly linked to program priorities helps position the Sub-Regional Office, boost demand for various service lines and increase overall business opportunities.

### III. Functions / Key Results Expected

#### Summary of Key Functions:

- Implementation of internal and external strategies for communications, advocacy and outreach
- Implementation of the publications strategy and plan
- Supervision of the design and maintenance of the UNIFEM (Part of UN Women) web site, intranet and the web-based knowledge management system of the sub-region
- Support to business development, resource mobilization and donor relations
- Facilitation of knowledge building and knowledge sharing with respect to communications and outreach plans and activities

<p>1. Provides support to the <b>planning and design of internal and external strategies for communications and outreach</b> focusing on achievement of the following results:</p> <ul style="list-style-type: none"> <li>❑ Conduct of communications needs assessments (projects, country programme and corporate change initiatives, etc)</li> <li>❑ Analysis of requirements and synthesis of proposals for elaboration of the SRO and CO communication, advocacy and outreach strategy based on the corporate communications strategy.</li> <li>❑ Development/production of media relations, communication and advocacy instruments and materials for marketing and awareness-raising campaigns, including briefing materials and press releases in coordination with the supervisor.</li> <li>❑ Synthesis of proposals for project formulations to integrate advocacy and communication strategies into all aspects of UNIFEM (Part of UN Women)'s development programme.</li> </ul>
<p>2. Ensures the <b>implementation of the SRO and CO publications strategy and plan</b> focusing on the achievement of the following results:</p> <ul style="list-style-type: none"> <li>❑ Effective implementation of the SRO and CO publications strategy and plan.</li> <li>❑ Management of some SRO and CO publication activities, such as drafting articles, content management, norms for publishing, design, maintenance of regular contact with printers and other suppliers to ensure production and publications dissemination.</li> </ul>
<p>3. Provides support to the <b>maintenance of the UNIFEM website, intranet, SRO and CO web-based knowledge management system</b> focusing on achievement of the following results:</p> <ul style="list-style-type: none"> <li>❑ Effective management of the office web sites, based on corporate requirements in cooperation with the ICT staff.</li> <li>❑ Preparation of the content for the web sites to ensure consistency of the materials.</li> </ul>
<p>4. <b>Supports the business development, resource mobilization and donor relations</b> focusing on achievement of the following results:</p> <p><b><i>Launches and campaigns</i></b></p> <ul style="list-style-type: none"> <li>❑ Promotion and dissemination of corporate advocacy materials for launching flagship initiatives and publications such as the Human Development Report.</li> <li>❑ Promotion and maintenance of public information campaigns on UNIFEM (Part of UN Women) activities, results of MDGs, and related activities</li> </ul> <p><b><i>Outreach</i></b></p> <ul style="list-style-type: none"> <li>❑ Preparation and dissemination of newsletter to donors, donor reports, civic education and community awareness, where appropriate, to support projects and programmes</li> <li>❑ Identification of opportunities for resource mobilization and fundraising and support in donor reporting and relations</li> </ul> <p><b><i>Public information</i></b></p>

- Timely and effective responses to inquiries for public information materials.

5. Ensures **facilitation of communication-related knowledge building and management** focusing on achievement of the following results:

- Identification and synthesis of best practices and lessons learned directly linked to programme country goals and activities.
- Contributions to knowledge networks and communities of practice including corporate communications repositories.
- Provision of trainings, UNIFEM (Part of UN Women) staff on communications for development
- Professional growth through active learning.

#### **IV. Impact of Results**

The key results have an impact on creation of effective communications and dissemination of information on UNIFEM (Part of UN Women) as UN's global development network. In particular, the key results have an impact on implementation of UNIFEM's (Part of UN Women) communications and publication strategies.

## V. Competencies and Critical Success Factor

### Corporate Competencies:

- Demonstrates integrity by modeling the UN's values and ethical standards
- Advocates and promotes the vision, mission, and strategic goals of UNIFEM (Part of UN Women)
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favoritism

### Functional Competencies:

#### Knowledge Management and Learning

- Shares knowledge and experience and contributes to UNIFEM (Part of UN Women) Practice Areas
- Develops knowledge in Practice Areas
- Actively works towards continuing personal learning and development in one or more Practice Areas, acts on learning plan and applies newly acquired skills

#### Development and Operational Effectiveness

- Ability to implement communications and publications strategies
- Advocates effectively
- Communicates sensitively and effectively across different constituencies
- Excellent communication skills, excellent writing skills
- Ability to conceptualize issues and analyze data
- Demonstrates strong ICT skills

### Management and Leadership:

- Focuses on impact and result for the client
- Consistently approaches work with energy and a positive, constructive attitude
- Ability to remain calm, in control and good humored even under pressure and tight deadlines
- Demonstrates openness to change and ability to manage complexities
- Responds positively to critical feedback and differing points of view
- Solicits feedback about the impact of his/her own behavior

## VI. Recruitment Qualifications

Education:	Master's degree in public relations, mass communication, journalism or any related field
Experience:	At least 2 years of relevant experience at the national or international level in public relations, communications or advocacy. Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems.
Language Requirements:	Fluency in English and Thai

Closing date for applications is 5 September 2010. Applications should be in English. Please submit a brief cover note, and an up-to-date CV with full contact details and personal data. Please do not include photographs.

Please send your application to:

UNIFEM East and Southeast Asia Regional Office  
5th floor, United Nations Building  
Rajdamnern Nok Avenue  
Bangkok 10200 Thailand  
Fax: + (66) 02 280 6030  
Email: [info.th@unifem.org](mailto:info.th@unifem.org)

Only short-listed candidates will be contacted.