

COMMUNICATIONS AND OUTREACH OFFICER

Post Number : 1USCPE0001RP

Grade : P-3

Parent Sector : Division for Communications and Public Engagement (CPE)

Duty Station: New York

Job Family: Public Information

Type of contract : Fixed Term

Duration of contract : 2 years, renewable

Recruitment open to : Internal and external candidates

Application Deadline (Midnight Paris Time) : 22-AUG-2024

UNESCO Core Values: Commitment to the Organization, Integrity, Respect for Diversity, Professionalism

OVERVIEW OF THE FUNCTIONS OF THE POST

Under the overall authority of the Director of the Division for Communications and Public Engagement (CPE) and the direct supervision of the Director of the UNESCO Liaison Office in New York (NYO), the incumbent will lead communications and outreach activities for the Office.

The Communications and Outreach Officer is a key actor in the production and dissemination of quality content for the press and targeted audiences, including partners, civil society and official institutions in the form of impact and human-interest stories, strategic briefings and compelling content on UNESCO's impact and key results.

S/he will design and implement Outreach Plans, advise on advocacy positions and key messaging, draft pitches and press releases, and write and place op-eds, in order to position and strengthen UNESCO's visibility and public reputation for key actors and partners. This includes a very strong knowledge of the United States media and institutional landscape and a strong ability to lead the development of close and trusted relationships with partners and decision-makers, in order to maximize coverage of UNESCO's stories and impact and build the ground to maximize UNESCO's reputation among policy makers in the UN Secretariat and in North America. This also includes a clear ability to craft compelling messages and work closely with experts in the sectors to source substance (facts and data) and convey content in a clear manner to maximize outreach. The incumbent will respond to media queries and have a strong sense of diplomacy and tact to channel sensitive requests whenever needed and communicate about UNESCO's impact and results.

Within this context, the incumbent will in particular:

- Lead Media and Outreach Planning and advise on strategy.
- Advise the Office Director and liaise with other team members to present UNESCO's activities and missions, with a view to increase visibility and develop partnerships.
- Identify and craft most relevant messages and optimize the planning of communication, announcements, press briefings, releases, media advisories, pitches and op-eds for optimum media impact and positive public perception of UNESCO.
- Sculpt advocacy and messaging for the media and institutions/government institutions/UN audiences.
- Monitor relevant developments at the United Nations and in the United States, including government, civil society and media activities of relevance to UNESCO's mandate. Analyze and prepare strategic notes on their impact for the Organization's engagement.

- Pitch UNESCO stories to journalists, draft press releases and op-eds. Shape style and substance for UNESCO's voice in the media and American press. Compose press releases on priority topics, defining angles, headlines and leads and quotes, based on clear evidence to maximize UNESCO's coverage. This includes English language editing, translating, proof-reading, re-drafting texts, statements, talking points and other messages.
- Produce content for use in communication campaigns, the web, social media and institutional partners' reports. Shape style and substance for UNESCO's voice in digital platforms. Compose digital campaigns on priority topics, defining angles, headlines and leads and quotes. This includes English language editing, translating, proof-reading, re-drafting texts, statements, talking points and other messages. Edit documents when required, including rewriting, abridging, and restructuring texts for improved readability and attractiveness.
- Respond to media and partners' enquiries - build dialogue and nurture strong relations with partners, journalists and correspondents following UNESCO.
- Contribute to maintaining UNESCO's database of journalists and ensure regular updates of press monitoring tools.
- Additional activities that may be required to ensure the success of the work of the team.

COMPETENCIES (Core / Managerial)

Communication (C)

Accountability (C)

Innovation (C)

Knowledge sharing and continuous improvement (C)

Planning and organizing (C)

Results focus (C)

Teamwork (C)

Professionalism (C)

For detailed information, please consult the [UNESCO Competency Framework](#).

REQUIRED QUALIFICATIONS

Education

- Advanced university degree (Master's or equivalent) in Communication, Public Relations, Social Sciences, International Relations or a related field.

Work Experience

- A minimum of four (4) years of relevant professional experience in the field of Communication and International Relations, of which preferably 2 years acquired at the international level.
- Proven experience in managing communications campaigns and related fields of press relations, digital communications and public relations.
- Background in advocacy and outreach.

Skills & Competencies

- Excellent knowledge of the United States media landscape.
- Excellent writing and editorial skills.
- Proven ability to pitch compelling stories to media and the public.

- Ability to rapidly analyze, synthesize, adjust and calibrate information.
- Excellent diplomatic skills and political sense.
- Excellent communication and coordination skills.

Languages

- Excellent knowledge (written and spoken) of English.

DESIRABLE QUALIFICATIONS

Work Experience

- Experience of the UN and diplomatic environments.

Skills & Competencies

- Knowledge of the UN System.

Languages

- Knowledge of another official language of UNESCO (Arabic, Chinese, French, Russian and/or Spanish).

BENEFITS AND ENTITLEMENTS

UNESCO's salaries consist of a basic salary and other benefits which may include if applicable: 30 days annual leave, family allowance, medical insurance, pension plan etc.

The approximate annual starting salary for this post is 120 803 US \$.

For full information on benefits and entitlements, please consult our [Guide to Staff Benefits](#).

SELECTION AND RECRUITMENT PROCESS

Please note that all candidates must complete an on-line application and provide complete and accurate information. To apply, please visit the [UNESCO careers website](#). No modifications can be made to the application submitted.

The evaluation of candidates is based on the criteria in the vacancy notice, and may include tests and/or assessments, as well as a competency-based interview.

UNESCO uses communication technologies such as video or teleconference, e-mail correspondence, etc. for the assessment and evaluation of candidates.

Please note that only selected candidates will be further contacted and candidates in the final selection step will be subject to reference checks based on the information provided.

UNESCO recalls that paramount consideration in the appointment of staff members shall be the necessity of securing the highest standards of efficiency, technical competence and integrity. UNESCO applies a zero-tolerance policy against all forms of harassment. UNESCO is committed to achieving and sustaining equitable and diverse geographical distribution, as well as gender parity among its staff members in all categories and at all grades. Furthermore, UNESCO is committed to achieving workforce diversity in terms of gender, nationality and culture. Candidates from non- and under-represented Member States ([last update here](#)) are particularly welcome and strongly encouraged to apply. Individuals from minority groups and indigenous groups and persons with

disabilities are equally encouraged to apply. All applications will be treated with the highest level of confidentiality. Worldwide mobility is required for staff members appointed to international posts. UNESCO does not charge a fee at any stage of the recruitment process.