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## PRESS OFFICER

Post Number : CPE-164

Grade : P-3

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

Duty Station: Paris

Job Family: Public Information

Type of contract : Fixed Term

Duration of contract : 2 years with possibility of renewal

Recruitment open to : Internal and external candidates

Application Deadline (Midnight Paris Time) : 25-JUL-2022

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

### OVERVIEW OF THE FUNCTIONS OF THE POST

Under the authority of the Director of the Division for Communications and Public Engagement (CPE) and the direct supervision of the Chief of the Press Unit (PRESS), the incumbent will design and implement Media Outreach Plans, advise on advocacy positions and key messaging, draft media pitches and press releases, and write and place op-eds. The press officer is a key actor in the production of quality content for the press, including human interest stories and digestible content for journalists. This 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 media outreach. This includes also the active development of close and trusted relationships with journalists and radio and t.v. producers, to maximize coverage of UNESCO's stories and impact in the media. The incumbent responds to media queries and has a strong sense of diplomacy and tact, to channel sensitive requests whenever needed. Within this context, the incumbent's main tasks will be to:

1. Lead Media Planning & Strategy. Advise the sectors and liaise with the Cabinet to identify and craft most relevant messages and optimize the planning of UNESCO's communication, announcements, press briefings, releases, media advisories, pitches and op-eds for optimum media impact. In liaison with the Director for Communications, sculpt advocacy and messaging for the media and decide on the most appropriate ways to engage the media on a particular topic.
2. Lead drafter of pitches, press releases and op-eds. Shape style and substance for UNESCO's voice in the media. Compose press releases on priority topics, defining angles, titles and chapeaux, 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.
3. Produce content and lead on developing Human Interest Stories for use in the media, the web, social media and donor reports. Compose and place op-eds for publication in the press.
4. Respond to media enquiries and support UNESCO experts with media interviews - build dialogue and nurture strong media relations with journalists and media correspondants following UNESCO.
5. Conduct Media Training for UNESCO experts. Contribute to maintaining UNESCO's database of journalists and ensure regular updates of press monitoring tools.

## **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)

Making quality decisions (M)

Strategic thinking (M)

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

## **REQUIRED QUALIFICATIONS**

### **Education**

- Advanced university degree (Master's or equivalent) in communication, journalism, linguistics, international relations, or related field. A first level university degree in combination with four (4) years of qualifying experience may be accepted in lieu of an advanced university degree.

### **Work experience**

- A minimum of four (4) years of relevant professional experience, of which preferably two (2) years acquired at international level.
- Strong background in global news journalism and outlets, preferably in top tier international media.

### **Skills and Competencies**

- Excellent journalistic writing and editorial skills.
- Proven ability to pitch compelling stories to media.
- Ability to rapidly analyse, synthesize, adjust and calibrate information.

- Ability to identify strong news angles and place stories.
- Excellent communication and coordination skills.
- Excellent interpersonal skills with ability to work effectively in a team and to maintain effective working relationships in a multicultural environment.
- Creativity.
- Strong sense of diplomacy and tact.
- Punctuality and excellent time management for timely announcements.
- Results oriented.
- Solid knowledge of UNESCO programmes and priorities.
- Knowledge of IT tools such as Microsoft Pack and media relationship management tools.

### **Languages**

- Excellent knowledge of English or French and good knowledge of the other language.

## **DESIRABLE QUALIFICATIONS**

### **Work experience**

- Professional experience in international organizations and/or in the UN System.

## **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 87 580 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.*

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