UN VOLUNTEER DESCRIPTION OF ASSIGNMENT

BRAR000484--Communications Officer- Brasilia

The United Nations Volunteers (UNV) programme is the UN organization that promotes volunteerism to support peace and development worldwide. Volunteerism can transform the pace and nature of development and it benefits both society at large and the individual volunteer. UNV contributes to peace and development by advocating for volunteerism globally, encouraging partners to integrate volunteerism into development programming, and mobilizing volunteers. In most cultures, volunteerism is deeply embedded in long-established, ancient traditions of sharing and support within the communities. In this context, UN Volunteers take part in various forms of volunteerism and play a role in development and peace together with co-workers, host agencies and local communities. In all assignments, UN Volunteers promote volunteerism through their action and conduct. Engaging in volunteer activity can effectively and positively enrich their understanding of local and social realities, as well as create a bridge between themselves and the people in their host community. This will make the time they spend as UN Volunteers even more rewarding and productive.

General Information

<table>
<thead>
<tr>
<th>Country of Assignment</th>
<th>Brazil</th>
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</thead>
<tbody>
<tr>
<td>Host Institute</td>
<td>United Nations Children's Fund</td>
</tr>
<tr>
<td>Volunteer Category</td>
<td>National Specialist</td>
</tr>
<tr>
<td>Number of Volunteer</td>
<td>1</td>
</tr>
<tr>
<td>Duration</td>
<td>12 months</td>
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<tr>
<td>Expected Starting Date</td>
<td>01-09-2019</td>
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<tr>
<td>Duty Station</td>
<td>Brasilia [BRA]</td>
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<tr>
<td>Assignment Place</td>
<td>Family Duty Station</td>
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</tbody>
</table>

Please note that only shortlisted candidates will be contacted.

Please also note this is a National UN Volunteer post. National UN Volunteers must be one of the following:

i. nationals of the Programme Country;

ii. legally resident in the Programme Country or territory with the status of refugee; or

iii. legally resident in the Programme Country or territory with the status of being stateless.

National UN Volunteers have to be at least 22 years of age.
UNDP and UNV give equal opportunity to all applicants and particularly encourage Afro-Brazilians and women to apply.

Living Conditions

The assignment will be in Brasilia, the nation’s capital. Brasilia is a family duty station, Hardship A. Security level in Brazil is moderate (3). UNDSS Brazil advises to exercise a high degree of caution in Brazil due to high levels of serious and violent crime, particularly in major cities. Violent crime as muggings, armed robbery, kidnappings and sexual assault, is very high. Avoid shanty towns (favelas) in the big cities and if you are attacked or robbed, do not resist. Demonstrations can occur at any time and may turn violent with little or no warning.

All United Nations personnel must scrupulously comply with UNDSS procedures and recommendations during their assignment in Brazil. For missions in rural areas or indigenous reservations, special procedures may apply; UN personnel should consult with the local DSS office in advance.

Brasilia was founded in 1960. It is considered as one of the major examples of the modernistic movement in architecture and urban planning in the 20th century and was added to the UNESCO list of World Heritage Sites.

Brasilia is the most populous Portuguese-speaking capital city. The city has a unique status in Brazil, as it is an administrative division rather than a legal municipality like other cities in Brazil. Although Brasilia is used as a synonym for the Federal District through synecdoche, the Federal District is composed of 31 administrative regions, only one of which is the area of the originally planned city, also called Plano Piloto. The rest of the Federal District is considered by IBGE to make up Brasilia's metro area.

Planned for only 500,000 inhabitants, Brasilia has seen its population grow much more than expected. Several satellite towns have been created over the years to house the extra inhabitants. Brasilia's total population is now over 4,000,000 inhabitants in the metropolitan area.

Outdoor recreational activities include basketball, golf, hiking, horse-back riding, picnicking, riding, sailing, soccer, sunbathing, swimming, tennis and volleyball. Inexpensive lessons in many sports are available at the clubs to members and nonmembers alike. Brasilia is a pleasant and safe city, with live cultural ambience.
The city is located at the top of the Brazilian highlands in the country's center-western region, at 1,172 m. The Paranoá Lake is a large artificial lake that was built to increase the amount of water available and to maintain the region's humidity. Brasilia has a tropical savanna climate (Aw, according to the Köppen climate classification), with two distinct seasons: a rainy season from October to April and a dry season from May to September. The average temperature is 22ºC, rising to over 30ºC during the hottest period. The hottest month in Brasilia is September and the coolest month is July.

The living conditions in Brasilia are good as well as the access to health services. The accommodation facilities are in general good and the choice is wide. As this is a national UN Volunteer assignment, the UN Volunteer will be responsible for arranging his/her own housing and other living essentials. National UN Volunteers are part of the malicious insurance plan.

**Assignment Details**

**Assignment Title**

Communications Officer- Brasilia

**Organizational Context & Project Description**

The United Nations Children’s Fund (UNICEF) is present with 10 offices across Brazil, including one national office in Brasilia and Zonal Offices. The Communication Section is responsible for the achievement of the results related to the institutional communication, public advocacy, visibility and brand awareness as well as for the Engaged Citizenry programme component which focuses on driving action by children and adolescents as well as the public at large for children’s rights.

UNICEF is implementing its 2017-2021 Country Programme in Brazil. The current programme has important knowledge management, monitoring and evaluation and advocacy components, to which the Communication Section contributes significantly by raising public awareness on child rights issues, creating visibility for UNICEF’s work, and by mobilizing public engagement and resources for children.

This assignment will contribute to strengthening UNICEF’s capacity to effectively work with digital and traditional media. The UNV will support UNICEF in analysing its presence in online platforms, thus providing the basis for quick and evidence-based responses to trends and events, its relationship with key media houses and outlets as well as the production of strategic contents to engage targeted audiences, such as adolescents, middle-class and private section.

**Sustainable Development Goals**

17. Partnerships For the Goals

**Task description**

Under the direct guidance and supervision of the Communication Specialist, the UN Volunteer will provide the support in carrying out the communication related activities of UNICEF, ensuring high quality
of work and timely service delivery.

The selected candidate will provide effective support and perform the following functions:

**Media relations:**

Ensure that UNICEF Brazil has a well maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF’s programs and projects to a wider audience.

**Duties & Tasks**

- Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and administrative arrangements for them.
- Assist in collaborating with the media through activities such as organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)

**Media Monitoring**

Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared on a timely basis.

**Duties & Tasks**

- Produce a daily media monitoring report that strategically positions UNICEF’s presence in the media and topics of interesting of the advocacy and fundraising goals.
- Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences, and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)
- Monitor the public perception of UNICEF in the country and recommend appropriate action to maintain a positive image for the organization.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective
communication strategies, planning and effective and efficient advocacy.

- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

Content Production

Ensure that the production of communication products and materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.

Duties & Tasks

- Implement the tasks in the country communication work plan and strategy as assigned.
- Gather content and coverage of relevant country efforts to identify effective relevant country programme activities and results.
- Produce advocacy and communication materials (e.g. briefing notes, images, videos, presentations etc.) that meet the standards set out in the Communication, Public Advocacy and Engagement Strategy 2017-2021.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials for both web-based and traditional media, as appropriate.
- Follow up on the production of advocacy and communication materials (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.).
- Establish or maintain an up-to-date documentation centre for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc.

Furthermore, UN Volunteers are required to:
- Strengthen their knowledge and understanding of the concept of volunteerism by reading relevant UNV and external publications and take active part in UNV activities (for instance in events that mark International Volunteer Day)
- Be acquainted with and build on traditional and/or local forms of volunteerism in the host country
- Provide annual and end of assignment reports on UN Volunteer actions, results and opportunities using UNV’s Volunteer Reporting Application
- Contribute articles/write-ups on field experiences and submit them for UNV publications/websites, newsletters, press releases, etc.
- Assist with the UNV Buddy Programme for newly-arrived UN Volunteers
- Promote or advise local groups in the use of online volunteering, or encourage relevant local individuals and organizations to use the UNV Online Volunteering service whenever technically possible.

Results/Expected Outputs

The national United Nations Volunteer will directly contribute to achievements of the following results:

- UNICEF utilizes guidance, tools and resources for effective communication, advocacy and partnerships on child rights
- Citizen engagement is increased to support the realization of girls’ and boys’ rights
- Adolescents mobilized and with increased knowledge and opportunities to participate in public
• The development of capacity through coaching, mentoring and formal on-the-job training, when working with (including supervising) national staff or (non-) governmental counter-parts, including Implementing Partners (IPs); • Age, Gender and Diversity (AGD) perspective is systematically applied, integrated and documented in all activities throughout the assignment • A final statement of achievements towards volunteerism for peace and development during the assignment, such as reporting on the number of volunteers mobilized, activities participated in and capacities developed

Qualifications/Requirements

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<th>Required Degree Level</th>
<th>Bachelor degree or equivalent</th>
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<tr>
<td>Education - Additional Comments</td>
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<tr>
<td>University degree in Communications, Journalism, Public Relations or a related field with emphasis on strategic communication planning for media mobilization, social mobilization, participatory communication, and research will be an asset.</td>
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<td>Required experience</td>
<td>24 months</td>
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<td>Experience Remark</td>
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<td>At least two years of practical professional work experience in communication, print and broadcast media, or interactive digital media.</td>
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<tr>
<td>Education - Additional Comments: social mobilization, participatory communication, and research will be an asset.</td>
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<tr>
<td>Language Skills</td>
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<tr>
<td>• English (Mandatory) , Level - Fluent</td>
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<td>• AND - Portuguese (Mandatory) , Level - Fluent</td>
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<td>• AND - Spanish (Mandatory) , Level - Working Knowledge</td>
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<tr>
<td>Area of Expertise</td>
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<tr>
<td>• Journalism, mass media and broadcasting Mandatory</td>
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<td>• Knowledge management, archiving and documentation Mandatory</td>
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<tr>
<td>• Other communications related experience Optional</td>
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<tr>
<td>Area of Expertise Requirement</td>
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<tr>
<td>Specific Technical Knowledge Required</td>
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<tr>
<td>• Communication practice, methodology and practical application. Knowledge of current theories and practices in communication research planning and strategy.</td>
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• Knowledge and expertise in communication strategy and networking.

• Fundamentals of working in various media formats – print, audio, video, web etc.

• Computer systems, including internet navigation, office applications, and specifically, interactive digital media.

Common Technical Knowledge Required

General knowledge of computer systems, including internet navigation, office applications with advanced knowledge of social media, web-tools, website design and creation;

Technical Knowledge to be Acquired/Enhanced

• UN/UNICEF Policy Papers

• UNICEF programme policy, procedures and guidelines.

• UNICEF communication and other DOC guidelines

• Communication toolkit

• Brand Toolkit and Brand Book

• UNICEF Stylebook

• Ethical Guidelines on Reporting on Children

• UNICEF communication goals, visions, positions, policies, guidelines and strategies.

• UNICEF policies and strategy to address national and international issues, including emergencies.

• UNICEF emergency communication policies, goals, strategies and approaches, including emergency preparedness.

Need Driving Licence

No

Competencies & Values

• Accountability

• Adaptability and Flexibility

• Commitment and Motivation

• Commitment to Continuous Learning

• Communication

• Integrity

• Planning and Organizing

• Professionalism
Conditions of Service and other information

Condition of Service

Click here to view Conditions of Service

Conditions of Service:

The contract lasts for the period indicated above with possibility of extensions subject to availability of funding, operational necessity and satisfactory performance. However, there is no expectation of renewal of the assignment.

Travel to duty station (if applicable) and a Settling-In-Grant will be provided in the event the duty station is not within commuting distance from the place of recruitment. The applicable Volunteer Living Allowance is provided monthly to cover housing, utilities and normal cost of living expenses. Life, health and permanent disability insurance are included (health insurance for up to 3 dependents), as well as final repatriation (if applicable) and resettlement allowance for satisfactory service.

Furthermore, in non-family duty stations that belong to hardship categories D or E, as classified by the ICSC, a Well-Being Differential (WBD) on a monthly basis will be provided.

For UN Volunteer entitlements, kindly refer to the link https://vmam.unv.org/calculator/entitlements

Supervision, induction and duty of care of UN Volunteers

UN Volunteers should be provided equal duty of care as extended to all host entity personnel. Host entity support to the UN Volunteer includes, but is not limited to:

- Introductory briefings about the organisation and office-related context including security, emergency procedures, good cultural practice and orientation to the local environment;

- Support with arrival administration including setting-up of bank accounts, residence permit applications and completion of other official processes as required by the host government or host entity;
- Structured guidance, mentoring and coaching by a supervisor including a clear workplan and performance appraisal;

- Access to office space, equipment, IT support and any other systems and tools required to complete the objectives of the assignment including a host entity email address;

- Access to shared host entity corporate knowledge, training and learning;

- Inclusion of the volunteer in emergency procedures such as evacuations;

- Leave management;

- DSA for official travel, when applicable;

- All changes in the Description of Assignment occurring between recruitment and arrival or during the assignment need to be formalized with the United Nations Volunteer Programme.

Application Code BRAR000484-5122

Application procedure

* Not yet registered in the UNV Talent Pool?  
First register your profile at https://vmam.unv.org/candidate/signup.  
Important: After creating your account, complete all sections of your profile and submit it. Then go to ‘My Page’ at https://vmam.unv.org/candidate/mypage and click on the ‘Special Calls’ hyperlink. Lastly, select the special call to which you would like to apply.

* Already registered in the UNV Talent Pool?  
First update your profile at https://vmam.unv.org/candidate/profile. Then go to ‘My Page’ at https://vmam.unv.org/candidate/mypage and click on the ‘Special Calls’ hyperlink to select the special call to which you would like to apply.

This is a national UN Volunteer assignment, therefore only nationals of Brazil and legal residents in Brazil with a residency permit, the status of refugee or with the status of being stateless are eligible to apply. Don’t forget to tick the yes box for: “I am interested in serving as a volunteer in my own country.”

Application deadline: 03 August 2019
Disclaimer

United Nations Volunteers is an equal opportunity programme which welcomes applications from qualified professionals. We are committed to achieving diversity in terms of gender, nationality and culture.