

UN VOLUNTEER DESCRIPTION OF ASSIGNMENT

BRAR000527--Communications Officer

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

Country of Assignment	Brazil
Host Institute	United Nations Children's Fund
Volunteer Category	National Specialist
Number of Volunteer	1
Duration	12 months
Expected Starting Date	Immediate
Duty Station	Manaus [BRA]
Assignment Place	Family Duty Station
Assignment Place Remark	

Living Conditions

The assignment will be in Manaus, the capital of the Brazilian State of Amazonas. Manaus is a family duty station.

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.

According to IBGE estimate in 2019, Manaus has a population of 2,182,763 inhabitants. Manaus is the seventh largest city in Brazil. Its HDI was 0.737 in 2010. In addition to, Manaus has an average temperature around 27.6 °C. and a humid tropical rainforest climate.

The living conditions in Manaus are good, as well as the access to health services.

As this is a national UN Volunteer assignment, the UN Volunteer will be responsible for arranging their own housing and other living essentials. National UN Volunteers are part of the malicious insurance plan.

Assignment Details

Assignment Title Communications Officer

Organizational Context & Project Description

The United Nations Children's Fund (UNICEF) is present with 10 offices across Brazil, including one national office in Brasília, 8 Zonal Offices and one temporary office in Boa Vista for the humanitarian response to the Venezuela migrant crisis.

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. 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.

This assignment will contribute to supporting the national and local communication and public advocacy strategy for children's rights, including by strengthening UNICEF's relationship with the media in Manaus and the Amazon region. A key component will be to support the Chief of the Territory in his engagement with traditional media and on social media platforms. The UN Volunteer will support UNICEF in analysing its presence on 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 10. Reduced Inequalities

Task description

Under the direct **guidance and supervision of the** Chief of the Manaus Field Office, as well as the Communication Specialist based in Belem, the UN Volunteer will support the analysis of media (digital and traditional) coverage of child rights topics and issues related to UNICEF's work aimed at strengthening UNICEF's engagement with various media platforms. They will further carry out communication related activities such as the production of content, ensuring high quality of work and timely service delivery.

They will provide effective support and undertake the following tasks:

Media Relations

- 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.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.
- 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, with special attention to opportunities related to the COVID-19 pandemic, to 30th anniversary of ECA and to the upcoming municipal elections.
- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)
- Support the Communication Specialist based in Belem and the Communication Section in Brasília in compiling a daily media monitoring report that analyses UNICEF's presence and topics of interest for advocacy and fundraising in the media.
- Undertake a lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

Advocacy Strategy

- Support the Chief of Manaus Field Office and Communication Specialist in outlining and implementing a Amazon Territory advocacy strategy at state (all 9 states in TAM) and municipal level (all 3 capitals in PCU in TAM), based on the overarching advocacy strategy of the Country Office.
- 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.) in the Amazon Territory.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Support and strengthen the adolescent engagement through U-Report.

Content Production

- 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-visuials, 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.
- Develop and maintain a close collaboration with the media covering the humanitarian response.
- Draft press releases, quotes and other information materials on the humanitarian response in all media formats, as appropriate.
- Recommend and develop appropriate information and materials for engagement of the migrant/refugee community including through digital platforms

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 UN 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 (country programme output 800.2)
- Citizen engagement is increased to support the realization of boys' and girls' rights (output 4.1.);
- Adolescents mobilized and with increased knowledge and opportunities to participate in public forums of decision-making processes (output 4.3.)

Working with UNICEF, the UN Volunteer will contribute to obtain the following results:

- Engage at least 300 adolescents to subscribe to U-Report.
- The UNICEF Amazon office has a well maintained and continually developed contact list of journalists and media outlets present in the region that covers all media – online, print, TV, radio, etc. – and a successful process of communicating and maintaining regular contact and close collaboration with these media houses to communicate the story of UNICEF's programmes and projects to a wider audience.
- Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts.
- Results and reports are prepared and shared on a timely basis.
- The production of communication products and materials is timely executed and followed up to support the country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.

• 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

Required Degree Level Bachelor degree or equivalent

Education - Additional Comments

University degree in Communications, Journalism, Public Relations or a related field with emphasis on strategic communication planning for media mobilization.

Master or PhD and experience in social mobilization are assets.

Required experience 24 months

Experience Remark

- At least two years of practical professional work experience in communication, print and broadcast media, or interactive digital media.
- Experience in producing online pieces and social media content, including videos and graphic materials.
- Experience in strategic communication planning for media mobilization.
- Experience in social mobilization, participatory communication, and research will be an asset
- Experience in knowledge management is an asset
- Knowledge of or experience in Communication for Development (C4D) is an asset

Language

- English (Mandatory) , Level - Working Knowledge
- AND - Portuguese (Mandatory) , Level - Fluent

Area of Expertise

- Journalism, mass media and broadcasting Mandatory
- Knowledge management, archiving and documentation Optional
- Other communications related experience Optional

Area of Expertise Requirement

Specific Technical Knowledge Required

- Communication practice, methodology and practical application. Knowledge of current theories and practices in communication research planning and strategy;
- 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
- Ethics and Values
- Integrity
- Managing Performance
- Planning and Organizing
- Professionalism
- Respect for Diversity
- Working in Teams

Conditions of Service and other information

Condition of Service[Click here to view Conditions of Service](#)**Conditions of Service:**

Note on novel coronavirus – COVID-19.

The rapidly changing nature of novel coronavirus COVID-19 has placed significant and increasing restrictions on the freedom of movement of people, even within countries. Such restrictions may affect the ability national UN Volunteers to begin their assignments at their assigned duty station or limit the ability to enter UN premises. Thus, UNV cannot guarantee assignments will proceed as normal.

Candidates for national UN Volunteer assignments requiring travel to the duty station may be exceptionally granted during this period alternative working arrangements to work from their place of recruitment until restrictions are lifted. Candidates for national UN Volunteer assignments may also need to begin their assignments remotely in cases where access to UN premises is restricted. These are decisions at the discretion of the host entity. Candidates proceeding to interview are recommended to discuss travel requirements, any restrictions, and possible alternative arrangements with the host entity. If selected, candidates should carefully consider the circumstances before accepting UNV's offer.

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 ([Roles and Responsibilities of Host Entities](#))

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 and official processes;
- 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;
- Any necessary security measures, ensuring that UN Volunteers are covered by the United Nations Security Management System (UNSMS) in line with the UNDSS Security Policy Manual;
- 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.

- Investigate misconduct: sharing reports with the UNV;

- Provide emergency assistance, e.g. the death of volunteer or medical evacuation, in collaboration with UNV. Accept letters of guarantees or potential liabilities for covering medical costs not claimable under medical insurance in extraordinary situations (e.g. isolation facilities` services during pandemics).

Application Code BRAR000527-7549

Application procedure

* Not yet registered in the UNV Talent Pool?

Please 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?

Please 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 the status of refugee or with the status of being stateless are eligible to apply.

Application deadline: 19 August 2020 at 23:59hrs, Germany time

doa.apply_url <https://vmam.unv.org/candidate/show-doa/QIJBUjAwMDUyNw==>

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.