General Information

Country of Assignment: Ethiopia

Host Institute: United Nations Development Programme

Volunteer Category: International Specialist

Number of Volunteer: 1

Duration: 12 months

Expected Starting Date: Immediate

Duty Station: Addis Ababa [ETH]

Assignment Place: Family Duty Station

Assignment Place Remark

Living Conditions

Addis Ababa is the capital of the Federal Democratic Republic of Ethiopia. The population is estimated at about 4 million or so. Addis Ababa located in the Ethiopian highlands at an altitude of 2,500-2,700 meters. The climate is sunny and temperate, but it can be very cold at night, with freezing temperature at times. It is therefore advisable to bring warm clothing and foresee using heaters and/or log fires when necessary. Addis Ababa is the headquarters for the UN Economic Commission for Africa as well as the African Union (ex-OAU). Thus, there is a very large community of expatriates from all over the world. There are some 80 embassies/diplomatic missions. Housing is most of the time readily available and the rents are, on average, reasonable. Most foodstuffs, beverages, household goods, furniture and clothing, mostly imported from the Middle/Far East, South Africa and Europe, or local brands, can be found, although they can be expensive. Meat, fish, fresh fruits and vegetables are cheap and abundantly available.

The basic infrastructures - roads, utilities, and telecommunications - are below standard, as are medical facilities, which are still largely inadequate, although a few private clinics and hospitals provide reasonably good routine care. There are lots of tourist attractions to visit around the country, although the amenities are often poor to average. Several restaurants around the city serve local or international cuisine and there are numerous social and cultural events throughout the year organized by the international and local communities.
communities. Sports facilities (fitness, tennis, swimming, riding, golf, etc.) exist in the major hotels or in different establishments around the city. There are no major or special security concerns within Addis Ababa city limits.

Assignment Details

Assignment Title

Communication Officer

Organizational Context & Project Description

The Regional Programme for Africa is a flagship programme for UNDP that responds to challenges and opportunities facing the African Continent and to the priorities and aspirations of Africa as articulated by the African Union and other regional organs. These are convergent with the vision, areas of work and guiding principles of the UNDP strategic plan. The programme builds on the successes and responds to the lessons from past cooperation, with special attention to programme focus and effective engagement with the African Union and the regional economic communities through the development of long-term strategic partnerships.

Underpinned by African ownership and leadership and cognizant of the rich diversity of the continent, UNDP regional work is based on five mutually reinforcing rationality principles, which define the added value of regional or sub-regional approaches to addressing development challenges. These are: (a) promotion of regional public goods and services, based on strengthened regional cooperation and integration; (b) management of cross-border externalities (challenges and opportunities) and spill-overs – such as trade, the environment and conflict prevention that are best addressed collaboratively on an inter-country basis; (c) advancement of awareness, dialogue and action on sensitive and or emerging development issues that benefit strongly from multi-country and regional experiences and perspectives; (d) promotion of experimentation and innovation to overcome institutional, financial and/or informational barriers that may be too high for an individual country to surmount; and (e) generation and sharing of development knowledge, experience and expertise – for instance, through South-South and triangular cooperation – so that countries can connect to, and benefit from, relevant experiences from across the region and beyond. In all this, UNDP will make South-South and triangular cooperation core ways of working in the regional programme, to buttress inter-country initiatives that accelerate regional integration in Africa.

The programme focuses on the regional dimensions of the four interlinked outcomes of the strategic plan as follows:

- Growth and development are inclusive and sustainable, incorporating productive capacities that create employment and livelihoods for the poor and excluded
- Citizen expectations for voice, development, the rule of law and accountability are met by stronger systems of democratic governance
- Countries are able to reduce the likelihood of conflict and lower the risk of natural disasters including from climate change
- Development debates and actions at all levels prioritize poverty, inequality and exclusion consistent with our engagement principles.

The Volunteer will work with the Regional Programme Team under the supervision of the Regional Communications Advisor developing strategic communications and media initiatives and managing media/press coverage and oversees the production of a range of communications materials for the Regional Programme, including for the Office website, and for online and offline audiences. S/he is responsible for timely, accurate and high-quality informational materials, such as press releases & media advisories, news briefs, fact sheets, stories from the field etc. for media outreach, the UNDP Africa website, and inclusion in informational kits for further public outreach. S/he is responsible for developing strategic communications and media initiatives and managing media/press coverage and oversees the production of a range of communications materials for the Regional Programme, and for online and offline audiences. S/he is responsible for timely, accurate and high-quality informational materials, such as press releases & media advisories, news briefs, fact sheets, stories from the field etc. for media outreach, the website, and inclusion in informational kits for further public outreach. S/he will monitor and analyze media coverage in the region and share information with the RBA and BERA Communications;

S/he will collaborate closely with HQ and Country Offices and is responsible for developing strategic communications and media initiatives and managing media/press coverage and oversees the production of a range of communications materials for the Regional Programme.

Sustainable Development Goals

16. Peace, Justice and Strong Institutions
Within the delegated authority and under the supervision of Communications Specialist or his/her designated mandated representative(s), the UN Volunteer Communication Officer will:

Plans and facilitates printed & digital communication including UNDP/RSCA’s web site, social media, intranet, CO web-based knowledge management system

- Develops and maintains external and internal digital communications platforms such as the UNDP/RSCA website, official UNDP/RSCA country team social media accounts (Facebook, Instagram, Twitter, YouTube, etc.), intranet and on-line collaboration platforms, etc.
- Design of the office web sites based on corporate requirements in cooperation with the ICT staff.
- Plans and facilitates the development and implementation of a digital content strategy and contributes to the development of key communications and advocacy products (e.g. human-interest stories, multilingual and multimedia content, etc.).
- Supervision and preparation of the content for the web sites and social media platforms ensuring consistency of the materials.
- Conducts exercises exploring the applicability of new and emerging tools and techniques to digital communications and advocacy activities to reach a wider, younger audience.
- Monitor and evaluate the dissemination of advocacy and communication material to target audiences and impact of the same.
- Monitor and analyze media coverage in the region and share information with the RBA and BERA Communications;
- Develop and maintain external and internal digital communications platforms such as the UNDP/RSCA website, official UNDP/RSCA country team social media accounts (Facebook, Instagram, Twitter, YouTube, etc.), intranet and on-line collaboration platforms, etc.
- Design of the office web sites based on corporate requirements in cooperation with the ICT staff.
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- Supervision and preparation of the content for the web sites and social media platforms ensuring consistency of the materials.
- Conducts exercises exploring the applicability of new and emerging tools and techniques to digital communications and advocacy activities to reach a wider, younger audience.
- Monitor and evaluate the dissemination of advocacy and communication material to target audiences and impact of the same.
- Monitor and analyze media coverage in the region and share information with the RBA and BERA Communications;
- Draft and/or edit a range of materials, including press releases & advisories, news briefs, fact sheets, multimedia human interest stories for inclusion in media kits and further public outreach;
- Design and develop high quality flyers, publications, infographics, banners, roll ups and other graphic design products to support the Institute’s academic, research and policy dialogues activities.
- Deliver creative and innovative products for print and web use.

Develop regional communications strategies, based on Regional Bureau objectives and incorporating the goals of the corporate communications strategy, and working closely with international media in the region.

- Develop and implement regional communications strategies based on the Regional Bureau objectives and in line with the corporate communications strategy;
- Monitor and measure the impact of the communication strategy and make adjustments accordingly;
- Prepare and conduct communications needs assessments for the regional bureau for in close consultation with the Regional Communications Advisor and Regional Programme Coordinator
- Integrate issue-based advocacy into the communications strategy around key priority areas in the region’s country offices.

Lead media outreach in Africa, working closely with international and regional media:

- Ensure the promotion and increased understanding of UNDP/RSCA’s work in the region with special attention on results and impacts achieved through development and maintenance of international media contacts and using new types of media and communication tools as appropriate;
- Promote, advocate and raise awareness around UNDP/RSCA activities, results, flagship initiatives through a variety of communication vehicles, such as roundtable discussions, press conferences, briefing sessions, interviews, report launches, etc.;
- Build strong personal relationships with core journalists in the region to establish trustful and reliable connections with key news organizations;
- Explore and utilize innovative and emerging communication tools and new media in support of the communications strategy;
- Proactively market UNDP/RSCA’s program work in the media by regularly pitching UNDP/RSCA success stories and placing UNDP/RSCA experts for interviews and commentaries in print and TV/radio outlets;
- Prepare/draft a range of materials, including talking points for senior managers, press releases & advisories, news briefs, fact sheets for inclusion in media kits and further public outreach;
- Support UNDP/RSCA senior management with their regional public appearances, communications activities, and arranges and ensures wide media coverage for them.
- Develop plans for increasing the profile of the region’s programmes through audio-visual material to broadcast and social media.

Facilitate capacity building and knowledge sharing, including mentoring and training communications staff in the country offices of the region:

- Liaising with country office to communicate success stories and results, offering mentoring and advice when needed;
- Play a key role in coaching and mentoring of UNDP/RSCA’s Communications staff, especially in the design and implementation of communications strategies;
Qualifications/Requirements

- Develop program personnel and key projects personnel capacities in the area of effective external communications and advocacy;
- Organize and facilitate training workshops on development communications;
- Prepare periodic reports and summaries for the management on regional media activities;
- Contribute to knowledge networks, communications toolkit and communities of practices on communications issues;
- Provide training to UND/RSCA’s communications staff and introduce new, cost-effective digital technologies for the more rapid collection and dissemination of footage and pictures from field operations in the Asia and the Pacific region; and
- Support UNDP/RSCA’s Communications staff on media development as needed.

Support UNDP/RSCA’s positioning and business development in the region:

- Position UNDP/RSCA as a substantive thought leader within the development world and promote its mandate, mission and purpose via effective communication;
- Develop and maintain close contacts with multilateral and bilateral donors and the private sector for implementation of the communications strategy, including by organizing roundtable discussions, press conferences, briefing sessions, interviews, report launches, etc.;
- Create, promote and maintain regional public campaigns that position UNDP/RSCA and influence the development agenda based on current program and new initiatives;
- Provide strategic advice to senior management on current events and issues relevant to UNDP business opportunities; and
- Enhance understanding and knowledge of journalists and key interlocutors on development issues through substantive regional workshops and training sessions using UNDP reports, data and experts.

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

As an active [insert name Host Agency] team member, efficient, timely, responsive, client-friendly and high-quality support rendered to UNDP/RSCA and its beneficiaries in the accomplishment of her/his functions, including:

- The key results have an impact on UNDP/RSCA’s development and business goals in the region through increased understanding among target audiences on UNDP/RSCA’s internal efficiency and capacity to deliver. Effective development and implementation of communications strategies will enhance the strategic positioning of UNDP/RSCA in the region.
- 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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Education - Additional Comments

Bachelor’s degree in communications, Public Relations, marketing, media relations, journalism, international relations or social since field

Required experience 24 months
Experience Remark

- Demonstrated knowledge and experience in media relations at the international level and an in-depth knowledge of Africa
- Previous experience with a multilateral or international organization, preferably in the region, is an asset but not required.
- Experience in the usage of computers and office software packages, good knowledge and experience in handling of web-based management systems
- Practical background in graphic design including Adobe Photoshop, Adobe Illustrator and Adobe InDesign software.
- Experience in producing flyers, infographics, banners, roll ups and branded materials for conferences, events and social media campaigns.
- Experience in formatting publications e.g. books, policy papers, journals, official reports, etc.
- Experience in photo editing is desirable
- Experience in media development is an asset but not required.

Language

- English (Mandatory) , Level - Fluent
- AND - French (Optional) , Level - Working Knowledge

Area of Expertise

- Public information and reporting Mandatory
- Journalism, mass media and broadcasting Mandatory
- Other communications related experience Optional

Area of Expertise Requirement

- A minimum of 2 years of relevant experience at international level in one or more of the following areas: - public relations, communications, journalism, media development-related advocacy.

Need Driving Licence

No

Conditions of Service and other information

Condition of Service

Click here to view Conditions of Service

Conditions of Service for International Specialist:

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.

A UN Volunteer receives a Volunteer Living Allowance (VLA) which is composed of the Monthly Living Allowance (MLA) and a Family Allowance (FA) for those with dependents (maximum three).

The Volunteer Living Allowance (VLA) is paid at the end of each month to cover housing, utilities, transportation, communications and other basic needs. The VLA can be computed by applying the Post-Adjustment Multiplier (PAM) to the VLA base rate of US$ 1,631. The VLA base rate is a global rate across the world, while the PAM is duty station/country-specific and fluctuates on a monthly basis according to the cost of living. This method ensures that international UN Volunteers have comparable purchasing power at all duty stations irrespective of varying costs of living. The PAM is established by the International Civil Service Commission (ICSC) and is published at the beginning of every month on the ICSC website http://icsc.un.org.

26 Aug 2020
For UN Volunteer entitlements, kindly refer to the link https://vmam.unv.org/calculator/entitlements

In non-family duty stations that belong to hardship categories D or E, as classified by the ICSC, international UN Volunteers receive a Well-Being Differential (WBD) on a monthly basis.

Furthermore, UN Volunteers are provided a settling-in-grant (SIG) at the start of the assignment (if the volunteer did not reside in the duty station for at least 6 months prior to taking up the assignment) and in the event of a permanent reassignment to another duty station.

UNV provides life, health, permanent disability insurances as well as assignment travel, annual leave, full integration in the UN security framework (including residential security reimbursements).

UN Volunteers are paid Daily Subsistence Allowance at the UN rate for official travels, flight tickets for periodic home visit and for the final repatriation travel (if applicable). Resettlement allowance is paid for satisfactory service at the end of the assignment.

UNV will provide, together with the offer of assignment, a copy of the Conditions of Service, including Code of conduct, to the successful candidate.

**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**  
ETHR001131-6225

**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.

26 Aug 2020
* 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.

Application deadline: 08 September 2020

doa.apply_url

https://vmam.unv.org//candidate/show-doa/RVRIUjAwMTEzMQ==

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.