UN VOLUNTEER DESCRIPTION OF ASSIGNMENT

TURR000391—Communications Specialist

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>Turkey</th>
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<tbody>
<tr>
<td>Host Institute</td>
<td>United Nations Development Programme</td>
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<tr>
<td>Volunteer Category</td>
<td>International Specialist</td>
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<tr>
<td>Number of Volunteer</td>
<td>1</td>
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<tr>
<td>Duration</td>
<td>12 months</td>
</tr>
<tr>
<td>Expected Starting Date</td>
<td>Immediate</td>
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<tr>
<td>Duty Station</td>
<td>Istanbul [TUR]</td>
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<tr>
<td>Assignment Place</td>
<td></td>
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<tr>
<td>Assignment Place Remark</td>
<td>Family Duty Station</td>
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Living Conditions

With a population of 15 million, Istanbul is the largest city in Turkey and the 15th largest city in the world. The official language of the country is Turkish while English is the working language of UNDP. Istanbul is a transcontinental city, its commercial and historical center lies on the European side, while a third of its population lives on the Asian side. This city has a strategic location connecting Europe and the Middle East, and the only sea route between the Black Sea and the Mediterranean. There are no mandatory immunization or vaccination requirements for Turkey. English speaking medical and dental services for international personnel are available.

Istanbul is a highly developed modern city with excellent accommodation that includes single house, apartments, etc. The cost of living in Istanbul, comparing to some of the other capital cities in Eastern Europe and Central Asia, is relatively high. Travel to and from Istanbul is easy as there are many daily...
flights connecting Istanbul with major cities in the world.

Istanbul is a security level 2 (low) duty station and considered a generally safe city, where normal use of common sense and acting responsibly takes one a long way.

Assignment Details

<table>
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<tr>
<th>Assignment Title</th>
<th>Communications Specialist</th>
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<tr>
<td>Organizational Context &amp; Project Description</td>
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Launched at the United Nations in 2008, the Business Call to Action (BCtA) aims to accelerate progress towards the Sustainable Development Goals (SDGs) by challenging companies to develop inclusive business models that engage people at the base of the economic pyramid (BoP) – people with less than US$8 per day in purchasing power – as consumers, producers, suppliers and distributors of goods and services.

Over 240 companies, ranging from multinationals to social enterprises, and working in 70 countries, have responded to the BCtA by committing to improve the lives and livelihoods of millions in developing countries through access to markets, financial services, affordable healthcare, water and sanitation, education and other critical services. BCtA member companies are market leaders that provide examples of successful, profitable and scalable models for reaching poor communities and contributing to global development.

The UNV will provide technical expertise and advisory services to ensure the updating and implementation of a comprehensive BCtA communications strategy. The approval of all deliverables and instructions for all activities shall come from the Deputy Team Lead, Knowledge, Partnerships and Country Support in coordination with the BCtA Programme Manager.

Sustainable Development Goals 17. Partnerships For the Goals

Task description

Within the delegated authority and under the supervision of Head of Business Call to Action or his/her designated mandated representative(s), the UN Volunteer will:

- Provide technical advice, update and support the implementation of the BCtA Communications Strategy;
- With the oversight of the BCtA team, maintain a Communications Toolkit consisting of standard, re-branded templates targeting different BCtA audiences (member companies, prospective members per company category, donor governments and programme partners); as well as Communications and Events SOPs for BCtA events, collateral and logo usage, branding, marketing, and media outreach;
- Provide advice on BCtA brand positioning, website, social media channels, collateral and other.
materials;
- Based on inputs from the BCtA team, create relevant content, including:
  - 4 quarterly newsletters and ad-hoc mailings;
  - A minimum of 40-member press releases/other products to support BCtA company announcements; A minimum of 56 pieces of strategic content (BoP impact stories, blogs or op-eds featuring BCtA work, the work of member companies, donors and/or partners);
  - Speeches/talking points for BCtA events and speaking opportunities;
- Support the promotion and distribution of key BCtA knowledge management, research and reporting products, such as reports, the online Impact Measurement Hub, case studies and more;
- Provide communication advice and support for reputational management in line with UNDP policies and guidelines;
- Improve BCtA’s media coverage by developing a media engagement strategy and updating target media lists comprised of a comprehensive database of journalists, writers, and high-profile contributors. Advise on and reach out to key media at the global and country levels, advocating on key issues at the core of BCtA’s mandate, raising awareness of BCtA and its company initiatives, and increasing BCtA’s external presence on media outlets;
- Identify and support opportunities to create visibility for BCtA through its partner network, high-level Champions, relevant events and partnerships with like-minded organizations, business networks, the UN and academic institutions;
- Manage an active pipeline of content for the BCtA media platforms with 3BL Media and Guardian microsite, including overseeing production of 20 pieces of content annually for the Guardian.
- Assist daily media monitoring by scanning online media for relevant news, interviews and articles mentioning of BCtA member companies and relevant topics.
- Design and implement a web content management strategy that increases audience traffic to and engagement with the BCtA public facing website. Ensure it is regularly updated with quality, creative multimedia content including new member profiles, press releases, videos, human impact stories, events, reports, blogs, briefs. Ensure website member portal and full website backend technically maintained with support from technical experts;
- Design and implement a social media strategy to increase audience volume and engagement with BCtA social media accounts. Ensure updated daily with quality content showcasing BCtA member company achievements and inclusive business thought leadership, generating follower engagement and increasing overall number of followers; engage BCtA staff and the online community according to specific targets, Communications Calendar, and outreach agreed with the deputy team leader and programme manager;
- Design and deliver online communications campaigns, including for priority BCtA issues and themes, BCtA General Assembly Annual Event/s, BCtA Phase III delivery, and other activities, such as events and publications;
- Provide communications advice and support to BCtA Annual Event(s), including thorough outreach communications in the run-up to and following events, and generate media coverage of the event;
- Provide media and communications support to additional global, regional and national events including press releases, media engagement, social media campaigns, and outreach.
communications pre-and post-event;
- Any other related tasks as may be required or assigned by the supervisor.

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 BCtA team member, the UNV will provide efficient, timely, responsive, client-friendly and high-quality support to BCtA and its beneficiaries in the accomplishment of her/his functions, and will:

- Draft, revise and implement BCtA’s 2019/2020 communication strategy;
- Produce strategic content (40 press releases, 20 microsite pieces, 40 blogs, news pieces and other contents) including content for media partnerships: 3BL media distribution and Guardian microsite in partnership with BCtA members and partners;
- Produce and disseminate BCtA quarterly newsletters;
- Develop creative and impactful communication materials to disseminate and promote the work of BCtA and its members;
- Drive BCtA’s social media presence;
- Assist in the preparation and provide quality assurance for slides, presentation materials, briefing notes, surveys, and knowledge products for internal and external audience;
- Support team members in better communicating BCtA tools and services;
- Submit a comprehensive report, as instructed by the Deputy Team Lead;
- Undertake travel, as required by the BCtA team. Travel costs will be borne by UNDP and consultant expressly accepts UNDP travel policies;
- Participate in project meetings, as required.

- 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

- A first-level university degree in a relevant area, e.g. in communications, marketing, international affairs, public policy, journalism, or other relevant field.

Required experience 48 months

Experience Remark

- At least 4 years of professional work experience at the national and/or international level in the area of communications or other relevant programmes;
- Experience with the area of business and development is an asset;
- Excellent oral and written skills; excellent drafting, formulation, and reporting skills;
- Accuracy and professionalism in document production and editing;
- Solid overall computer literacy, including proficiency in various MS Office applications (Excel, Word, etc.) and email/internet; familiarity with database management; and office technology equipment;
- Solid experience on producing articles, blogs and communications products using software, online platforms and CMS (i.e. InDesign/Photoshop, MailChimp or other HTML editors, Drupal/WordPress, Visualize and other infographic makers);
- Demonstrated experience in social media management and monitoring: Facebook, Twitter, YouTube, Instagram, Hootsuite, Union Metric, etc.;
- Excellent interpersonal skills; cultural and social sensitivity; ability to work inclusively and collaboratively with a range of partners, including grassroots community members, religious and youth organizations, and authorities at different levels; and familiarity with tools and approaches of communications for development;
- Ability to work and adapt professionally and effectively in a challenging environment and ability to work effectively in a multicultural team of international and national personnel;
- Self-motivated, ability to work with minimum supervision; and an ability to work to tight deadlines;
- Sound security awareness;
- Have an affinity with or interest in inclusive business, volunteerism as a mechanism for durable development, and the UN System.

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

Area of Expertise
- Other communications related experience Mandatory

Area of Expertise Requirement
Need Driving Licence No

Competencies & Values

- Adaptability and Flexibility

We are inspiration in action
Conditions of Service and other information

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.

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**

TURR000391-5827

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**Application procedure**

* Not yet registered in the UNV Talent Pool?

Please first register your profile at [https://vmam.unv.org/candidate/signup](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](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](https://vmam.unv.org/candidate/profile). Then go to ‘My Page’ at [https://vmam.unv.org/candidate/mypage](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: 10 December 2019**

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**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.