

**TERMS OF REFERENCE
(Individual Contractor Agreement)**

Title:	External Relations Officer - Events and Campaigns
Organisation:	UNHCR (administered by UNOPS)
Duty station:	Geneva, Switzerland.
Section/Unit:	Events, Campaigns and Goodwill Ambassadors, DER
Duration:	01/01/2016 through 31/12/2016
Supervisor:	Leigh Foster Chief of Events, Campaigns and Goodwill Ambassadors Section, Division of External Relations,

1. General Background

Based within the Division of External Relations, the Events, Campaigns and Goodwill Ambassadors Section is responsible for managing the Organisation's global campaigns, events and goodwill ambassador programme.

Tasks and Responsibilities:

The External Relations Officer reports to the Chief of Events, Campaigns and Goodwill Ambassadors Section and works closely with Private Sector Fundraising (PSFR) and Communications teams and with UNHCR's field offices around the world. He/She will manage the day-to-day coordination and implementation of UNHCR's global World Refugee Day campaign, marked annually on 20 June.

2. Purpose and Scope of Assignment

- Supervise the development of a multi-platform, integrated campaign across traditional media as well as new media pathways, that includes a decisive call to action, clear user journey and overall campaign message; the campaign should leverage relationships in PR, media relations, fundraising, social media, advertising and corporate partnerships as well as stakeholders
- Develop and execute a social media strategy and media distribution plan to support the campaign
- Develop and distribute a campaign toolkit to guide colleagues in regional offices
- Developing and executing project action plans with timelines, deliverables, resource allocation, contingencies
- Manage the editing, writing and presentation of all campaign communications documents;
- Manage the internal promotion and buy in of campaigns and events to UNHCR staff and offices globally
- Set defined key performance indicators to effectively measure the success and impact of the campaign- and evaluate performance afterwards
- Manage impact reporting after the event and consult with colleagues to determine best practices for the future

Deliverables and timeline:

1. January – May

Managing the World Refugee Day campaign preparation, including

- Launch content missions / story production
- Develop design key content; posters, banners, PSA
- Update and improvement of campaign microsite and WRD toolkit
- Internal promotion and buy in of campaign adaptation by local offices
- Adaptation of campaign assets to major official languages and markets
- Develop external marketing/promotion plan including involvement of (corporate) partners
- Coordinate strategy with Content, PR and social media staff
- Set defined key performance indicators

2. **June**
 - Support UNHCR's 120+ global offices with their local event plans
 - Ensure the successful global launch of the World Refugee Day campaign
3. **July – August**

Managing the post- World Refugee Day assessment, including

 - Survey to all UNHCR offices and compiling the results
 - Collaborating on the WRD media report and analysis of achievements against KPIs
 - Review of the overall campaign concept and messaging and building a case for the 2017 campaign direction
4. **Organizing the lessons learned exercise and summarizing results**

September – December

Based on the findings from the above exercises – conceptualize and plan for WRD 2017:

 - Consulting with key stakeholders to agree next steps
 - Refining and adapting the concept and messaging
 - Creating a timeline for production
 - Undertake systematic outreach to UNHCR offices
 - Plan content missions

4. Qualifications and Experience

a. Education

- University degree (BA or Masters) in Communications, Public Information, Political Science, International Relations or related field

b. Work Experience

- Minimum 6-8 years of progressively responsible functions in Public Relations, marketing and branding;

c. Key Competencies

- Demonstrated ability to launch and manage a digitally-based advocacy campaigns
- Demonstrated ability using social media platforms to engage target audiences
- Solid network of external contacts with PR, media
- Understanding of digital media and multi-media production techniques
- Demonstrated strong project management skills
- Innovation and creativity
- Strong communication skills
- Proven/demonstrated ability to deliver against very tight deadlines/under pressure and proven multi-tasking skills;
- Ability to establish and maintain effective working relationships with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity
- Ability to develop and maintain effective work relationships with international team members
- Fluency in written and spoken English required; fluency in French language is desirable.

To Apply:

Interested applicants should submit their letter of motivation and Personal History Form (P11) to Ms. Christiane Danielou, danielou@unhcr.org.

P11 forms are available on www.unhcr.org/recruit/p11new.doc.

The deadline for applications is 18 December 2015.