

**UNITED NATIONS HIGH COMMISSIONER FOR REFUGEES (UNHCR)
INTERNAL / EXTERNAL VACANCY ANNOUNCEMENT
Vacancy Notice No. USAWA/010/01**

Title of Post	Communications Officer	Category/grade	National Professional Officer (NPO), NOC
Post Number	10034381	Type of contract	Fixed-term appointment
Location	Washington DC, USA	Date of Issue	14 October 2020
Effective date of assignment	1 January 2021	Closing Date	14 November 2020

Operational Context:

The Communications Officer is a key member of the Strategic Communications and Outreach unit in UNHCR's Washington office. The unit takes the lead in keeping the media, policymakers, the public and external stakeholders fully apprised of UNHCR's global operations and the needs of refugees and other persons of concerns. It is also responsible for overall communications, outreach, and public information including media engagement, content production, online presence, and development of core messaging to the American audience.

The preferred candidate will demonstrate national and regional political acuity including experience either working on a political campaign, knowledge of polling and demographic analytics, civic advocacy work, or work experience with US constituent groups.

This position is responsible for several related functions with an overall goal of reaching American audiences beyond the traditional base of sympathetic supporters with messaging tailored to increase public support for refugee issues in general.

The position will be responsible for creating and implementing outreach strategies, campaigns, events and other initiatives to lead and support UNHCR's strategic objectives. This includes the creation of local, thematic and national coalitions to bring positive refugee messaging to the American public through trusted institutions and individuals, including but not limited to NGOs, political officials, sports teams, faith-based leaders, law enforcement, the business community, educational institutions and others. As part of these initiatives, the position will be responsible for the development of key messages for outreach to the American public on various global themes and emergency situations.

Using the results from a large-set national data study project, the position will be responsible for fine-tuning the overall outreach strategy in the United States and leveraging the large global UNHCR communications network to best reach American audiences with targeted and effective messaging. This work will require substantial internal coordination among various teams within UNHCR, including with campaigns, social, Goodwill Ambassadors, Private Sector Partners, and others, as well as with the US-based supporting nonprofit USA for UNHCR.

In addition, this position is responsible for assisting with the planning and production of high-impact content and multimedia deliverables to assist with reaching and connecting with a diverse audience, ranging from videos to factsheets to community engagement toolkits. It will also be responsible for producing materials for media use, including op-eds, letters to the editor, editorial board memos, media kits, press releases and materials for pitching story ideas to the media. This work will be conducted in coordination with the Senior Communications Officer and with the multimedia content team.

The work of this position will require domestic travel and occasional international travel.

The work of the incumbent will be conducted in coordination with all units of the Washington Office and with HQ, the NY Global Desk, and nonprofit partner organization USA for UNHCR. The incumbent will report to the head of unit.

Organizational context, description of functions and position requirements:

The organizational context, qualifications and experience required for the post are described on the attached **Standard Job Description**.

Eligibility / Internal candidates:

Candidate must be US Citizens.

Internal staff members should consult the UNHCR/AI/2020/1/Rev.1 - Administrative Instruction on Recruitment and Assignment Locally recruited Staff (RALS). If you have questions regarding eligibility, you may also contact the HR Unit.

Functional clearance

Please be informed that this position requires functional clearance, which will include assessment leading to certification and/or testing and/or panel interviews.

Remuneration:

A competitive compensation and benefits package is offered. For information on UN salaries, allowances and benefits, please visit the portal of the International Civil Service Commission at: <http://icsc.un.org>

Submission of Applications:

If you wish to be considered for this vacancy, please submit your letter of motivation, updated factsheet (for internals), signed Personal History Form <http://www.unhcr.org/recruit/p11new.doc> Supplementary Sheet www.unhcr.org/recruit/unhcr-phf-sup.docm (for externals) by e-mail clearly stating the position title and your Last Name in the subject line to: usawaadm@unhcr.org by the above-mentioned closing date.

No late applications will be accepted. Only shortlisted candidates will be contacted. Shortlisted candidates will be required to sit for a written test and oral interview.

UNHCR does not charge a fee at any stage of the recruitment process (application, interview, processing or any other fees). UNHCR strongly encourages qualified female applicants for this position. UNHCR seeks to ensure that male and female employees are given equal career opportunities. UNHCR is committed to achieving workforce diversity in terms of gender, nationality and culture. All applications will be treated with the strictest confidentiality.

Standard Job Description – Communications Officer (NOC)

1. Organizational Setting and Work Relationships

In line with its Global Communications Strategy, UNHCR requires skilled communications professionals to conceive and execute a range of activities that help us lead the narrative on forced displacement, generate empathy and mobilize action. This body of work spans communications strategy and coordination, news and media relations, multimedia content production, social media engagement, Goodwill Ambassadors and other influencers, public outreach and campaigns, fundraising, analytics and brand.

UNHCR's Communications Officers need to cultivate a keen understanding of our target audiences—including an up-to-the-minute grasp of the methods and tone of voice that resonate deeply, win trust and spark quality engagement. They must be vigilant about editorial and journalistic standards, attentive to protection concerns and political sensitivities, and focused on communicating successfully with key demographics. These audiences will vary by location, language and platform, among other factors, as well as whether the aim is to inform, advocate or raise funds.

Communications Officers' functions, working relationships and skills specializations differ depending on language, location, grade, and whether they sit within a country operation, a regional bureau or the Global Communications Service. UNHCR's primary target audiences include public, media and policymakers, while our main partners and influencers include peers and private sector, trusted figures and our own workforce. Some communicators will focus mainly on news and media relations, for example, while others will produce multimedia content, manage social media accounts or lead advocacy campaigns. Forging partnerships with media outlets that reach target audiences is a central role for all Communications Officers.

All Communications Officers are expected to work strategically in support of UNHCR's operational and communications objectives for their geographic area of responsibility (AoR) as well as global priorities. Communications approaches should reflect our core values as an organization that is caring, trustworthy, proactive, outcome-focused and responsive. This will reinforce UNHCR's role as the lead agency that protects refugees, internally displaced and stateless people and mobilizes action to provide solutions.

All UNHCR staff members are accountable to perform their duties as reflected in their job description. They do so within their delegated authorities, in line with the regulatory framework of UNHCR which includes the UN Charter, UN Staff Regulations and Rules, UNHCR Policies and Administrative Instructions as well as relevant accountability frameworks. In addition, staff members are required to discharge their responsibilities in a manner consistent with the core, functional, cross-functional and managerial competencies and UNHCR's core values of professionalism, integrity and respect for diversity.

2. Duties

- Support the development and implementation of communications strategies for countries, situations and special projects; identify thematic priorities and target audiences to meet UNHCR's global communications objectives.
- Monitor news and popular trends to insert UNHCR's messaging into ongoing conversations; identify key moments for proactive communications.
- Forge strategic partnerships with individuals and organizations who can help produce and promote UNHCR content, activities and messaging as well as provide research insights to improve communications; promote the work of engaged businesses and civil society actors.
- Contribute to development of news-driven and authoritative content to lead the narrative on forced displacement and show UNHCR's impact (e.g. interviews, press releases, flagship reports, speeches), create emotive storytelling to generate empathy (e.g. stories, multimedia content) and mobilize action by signposting concrete steps people can take to help refugees (e.g. digital diplomacy, action-driven campaigns, fundraising).
- Ensure content created reaches maximum impact by developing strategies for distribution from the outset, boosting the visibility of our content on relevant UNHCR channels and placing it on external channels.
- Closely monitor the implementation of communications projects and adjust accordingly. Benchmark the results of communications projects against set success indicators; build on communications successes.

Additional duties for news and media roles:

- Develop and implement communications strategies, campaigns, events and other initiatives in support of UNHCR's strategic objectives, including its need for leading share of voice on refugee and related matters, and ensure coverage of refugee situations in their country or region in global and domestic media.
- Research, prepare, fact-check, edit and produce professional media and communications materials for target audiences and ensure their timely dissemination via UNHCR's communications channels, ensuring highest quality standards.
- Draft media releases, statements and media briefing notes, and secure clearances, working in conjunction with relevant focal points and keeping sensitive to needs of both internal and external audiences.
- Act as a spokesperson for UNHCR, organizing press events, handling interviews requests and providing responses to requests from media relating to UNHCR and its work.
- Engage with journalists and public audiences via social media channels.
- Regularly provide ideas for communications initiatives and considered professional communications advice to senior staff of UNHCR.
- Undertake missions and field trips with media and other official visitors in support of UNHCR and its work.
- Actively maintain media relations for UNHCR, ensuring that media (and other important external stakeholders, such as governments, embassies, NGOs etc.) are briefed regularly on issues of importance to UNHCR, and have access to information and UNHCR expertise.

- Prepare and manage communications budgets.
- Ensure alignment with UNHCR's global branding and messaging.
- Continually maintain and upgrade communications skills, keeping abreast of emerging platforms and tools, and systematically reviewing media impact results and other measurement tools for learning purposes.

Additional duties for news and media roles within the Global Communications Service

- Oversee coordination of communications work for their designated regions and thematic issues, working closely with communications staff in bureaux and country offices and in collaboration with the senior communications officers/advisers in that region.
- Manage a wide network of relationships at all levels across bureaux, divisions and offices (including the Executive Office) to ensure timely internal information sharing as a foundation for grounded communications, and to build consensus around communications proposals.
- Maintain close involvement in communications recruitment and training needs for assigned regions, keeping in mind UNHCR's goals of employing and retaining the world's leading humanitarian communications expertise.

Additional duties for news and media roles within Country Offices

- Act as the primary interface on communications matters between their country office and the Global Communications Service.
- Act as the lead for crisis communications work for their country, alerting the GCS/News & Media Section's crisis communications lead to risk issues and ensuring close coordination.

Additional duties for news and media roles within Regional Bureaux

- Regularly provide ideas for communications initiatives and considered professional communications advice to senior Bureau staff and Representatives of Country Operations overseen by the Bureau.
- Oversee data and information gathering and sharing of information with a view to ensuring the Bureau's authority as a centre of up to date knowledge and expertise relating to its region.
- Assist the Senior Management of the Bureau to implement advocacy objectives for the Bureau, and oversee development of supporting communications strategies for these, working in conjunction with staff of the Global Communications Service and communications staff in the region.
- Ensure Bureau staff are aware of UNHCR's global positioning needs.
- Perform other related duties as required.

3. Minimum Qualifications

Education & Professional Work Experience

Years of Experience / Degree Level

For P3/NOC - 6 years relevant experience with Undergraduate degree; or 5 years relevant experience with Graduate degree; or 4 years relevant experience with Doctorate degree

Field(s) of Education

*Journalism;
Communications;
Film / Video;*

*International Relations;
Public Information;
or other relevant field.*

*Political Science;
Media*

(Field(s) of Education marked with an asterisk* are essential)

Certificates and/or Licenses

not specified

(Certificates and Licenses marked with an asterisk* are essential)

Relevant Job Experience

Essential:

Minimum 4years of professional experience in journalism and/or communications, mainly at international level.

Desirable:

Experience developing and implementing communications strategies. Strong social media presence. Experience working on advocacy campaigns. Experience working with goodwill ambassadors and other high-profile influencers. Experience with brand management. Experience with measurement and evaluation, especially providing analysis of media coverage, social media engagement, web traffic, etc. Experience reporting, writing, editing for magazines, newspapers and websites. Experience using digital asset management systems. Experience with digital analytics and performance reporting.

Functional Skills

Required skills will vary according to the precise nature of the role, location, etc. but may include:

- CO-Digital content production
- CO-Editing
- CO-International Media Contacts
- CO-Journalism (incl. print, broadcast, photography, video, layout & graphics)
- CO-Preparation of key messages/talking points/speeches
- CO-Public Speaking
- CO-Spokesperson skills
- CO-Strategic Communication
- CO-Video production for digital platforms (including news organizations)
- CO-Web publishing and content management
- MS-Drafting, Documentation, Data Presentation

(Functional Skills marked with an asterisk* are essential)

Language Requirements

For National Professional jobs: **Knowledge of English and UN working language of the duty station if not English and local language.**

4. Competency Requirements

All jobs at UNHCR require six core competencies and may also require managerial competencies and/or cross-functional competencies. The six core competencies are listed below.

Core Competencies:

- Accountability
- Communication
- Organizational Awareness
- Teamwork & Collaboration
- Commitment to Continuous Learning
- Client & Result Orientation

Managerial Competencies:

- Empowering and Building Trust
- Judgement and Decision Making
- Leadership
- Strategic Planning and Vision

Cross-Functional Competencies:

- Analytical Thinking
- Innovation and Creativity
- Political Awareness

This is a Standard Job Description for all UNHCR jobs with this job title and grade level. The Operational Context may contain additional essential and/or desirable qualifications relating to the specific operation and/or position. Any such requirements are incorporated by reference in this Job Description and will be considered for the screening, shortlisting and selection of candidates.