



We are pleased to announce the following vacancy:

VA 1514 Communications Consultant

CLOSING DATE: **Friday, 02 October 2015 at 15:00 hours of Bangkok time**
DUTY STATION: Bangkok, Thailand
DURATION: **6 months**
ORGANIZATION UNIT: **UNFPA Asia and the Pacific Regional Office**

Background

UNFPA is committed to delivering quality strategic communications and outreach, incorporating robust online communications, to maximize awareness and understanding of the Fund's mission and work across diverse audiences, including donors, the media and the public. To reach this objective, multiple approaches, including traditional, online and multimedia communication, must provide timely and relevant content aligned with UNFPA's mandate, priorities, programmes and branding. Consistency in content, architecture, design and technology across all UNFPA communications efforts, including events such as media briefings, presentations to donors and communications vis-à-vis the public via websites and social media platforms, is critical. At the regional level, UNFPA Asia and the Pacific Regional Office (APRO) manages diverse communications approaches and platforms, including a web portal and social media, in close coordination with the Media and Communications /Strategic Partnerships Division at UNFPA's headquarters in New York. APRO Communications also works very closely with UNFPA Country Offices across Asia-Pacific, to offer support in a variety of ways, from conceptualizing and strengthening communications strategies and building other capacities to coordinating coverage of key initiatives and events that are observed across the organization.

Purpose of Consultancy

Under organizational effectiveness and efficiency, the UNFPA Strategic Plan, 2014-2017 (para. 59c) calls for "increased adaptability through innovation, partnership, and communications", noting that (para.69) "partnerships and communications ... are at the heart of how UNFPA advances the ICPD agenda".

Support is sought for the services of a seasoned communications consultant to support UNFPA APRO in its efforts to strengthen communications activities and increase visibility for UNFPA and its mandate, by: (1) Working closely with the Regional Communications Adviser (RCA) and other colleagues to conceptualize, plan and implement day-to-day communications and outreach efforts, as well as specific key events (special days, conferences, high-level visits, donor briefings, media briefings); (2) managing APRO's regional web portal; (3) managing APRO's digital outreach to the media and partners; (4) managing APRO's use of social media to enhance UNFPA visibility; (5) supporting country offices' communications efforts across the spectrum; and

(6) supporting other APRO communications and editorial activities, including publications.

Specific Objective

The objective of the assignment is to contribute to UNFPA's advocacy efforts, organizational effectiveness and fundraising by strengthening the UNFPA brand via communications, editorial input and outreach, including gaining online and media visibility for UNFPA and its mandate.

Tasks

Under the supervision of the Regional Communications Adviser, the consultant will:

Support in conceptualizing, planning and implementing day-to-day communications, as well as specific key events including but not limited to:

- International Day of Older Persons
- International Day of the Girl Child
- International Day for the Eradication of Poverty
- International Day for the Elimination of Violence against Women
- World AIDS Day
- Human Rights Day
- State of the World Population report
- Launch SAARC youth consultation
- 4th International Conference on Family Planning
- The 12th International Congress on AIDS in Asia and the Pacific (ICAAP)
- International Day of Zero Tolerance to Female Genital Mutilation
- International Women's Day
- Other events such as donor briefings and media briefings

Manage APRO's regional web portal:

- Writing, editing and managing editorially sound content including APRO press releases and dispatches, news and features from country offices, regional data, APRO publications and announcements. This will include conceptualizing, researching, writing, editing, clearing, coordinating and proofreading online content, ensuring compliance with global guidelines and standards.
- Periodically review structure of website, including content categories, indices, search capability, use of keywords, and revise as needed to ensure ease of navigation, in conjunction with the UNFPA HQ web team.

Manage APRO's digital outreach to the media and partners:

- Manage the online identity of the organization at regional level.
- Compile, produce and disseminate a monthly e-newsletter featuring brief synopses of new web content items.
- Maintain and update distribution lists for press releases, newsletters and announcements, liaising with APRO staff to include relevant media organizations and journalists, NGOs and other programme partners, donor agencies and embassies and others.
- Work with Knowledge Management and other colleagues to update APRO's electronic photo and video libraries under a new initiative being established, and respond to media requests for photos and footage.

Manage APRO's use of social media to enhance UNFPA visibility:

- Support RCA to develop the regional strategies and work plans for social media in coordination with country offices and HQ.
- Manage APRO's Facebook page, Twitter feed and YouTube video archive;
- Adapt regional and global social media campaigns by developing strategic content in collaboration with programme and technical advisers to promote the achievement of regional advocacy objectives.
- Conceptualize and develop content – factograms, pictograms, strategic messaging – around key UNFPA dates and events.
- Monitor and evaluate social media channels, including relevant Twitter topical streams and communities, and develop strategies for using these to increase UNFPA visibility.
- Analyze web traffic using Google Analytics and create new improvements to effectively enhance APRO's online presence.

Support country offices:

- Provide assistance in developing and conducting communication trainings and other required activities – including possible missions to support Country Offices in the region - to build communications capacity at regional and country level.
- Provide technical support and advice in managing country office websites in compliance with global guidelines and standards, as a backup to headquarters support.
- Coordinate information sharing among country office communications focal points in the region, working with the Regional Communications Adviser to devise a system that is both efficient and useful for all stakeholders involved.
- Manage APRO Microsite and the regional communications resources page, liaising with APRO colleagues to ensure timely and complete content.
- Propose and implement revisions in Microsite structure to improve ease of navigation.

Manage and support regional media field missions

- Manage, in close coordination with Regional Communications Advisor, Headquarters and designated country offices, 'story-finding' missions to key countries in the region, if commissioned by APRO and/or HQ, with the aim of creating content for UNFPA channels (text, photo, video) to showcase UNFPA's work and evidence-based results in the field.
- Provide inputs in selection process of writers and photographers as consultants to complete missions.
- Provide editorial guidance for consultants.

Support other APRO communications activities as needed, including desktop publishing support in the production of reports and other materials, collaboration with partners to organize exhibitions at regional events, and perform ad hoc duties as required.

Consultant Profile

- Degree and at least five years of professional experience in communications, journalism or related disciplines that demonstrate a good foundation and fit;

- Experience in digital communication and online journalism including reporting and editing;
- Strong computer programming skills and experience with software packages essential to create compelling content (print/online);
- Experience with various web content management systems (Drupal is a plus);
- Strong knowledge of graphic design software, and a strong sense of design;
- Excellent command of written English and proven ability to write and edit engaging news and feature articles;
- Sound editorial judgment and sensitivity to the issues UNFPA addresses.

In addition, the candidate must have strong interpersonal skills, a commitment to the values and goals of the United Nations and the UN Charter; and a knowledge and understanding of development issues. She/he should be able to meet deadlines and work with a minimum of supervision. An international background will be helpful.

Deliverables

- Social media packages, with inputs from HQ and COs to share with country offices in the region in advance of the above-mentioned events.
- Support RCA in communications planning and implementation for specific events listed above, including relevant content, and evaluation reports as warranted, in collaboration with the Regional Communications Adviser.
- 2-4 web stories (write or edit)/ month to feature UNFPA work in the field for APRO external web site, with inputs from country offices and APRO staff and new content as required.
- A regularly updated APRO Facebook page and YouTube archive, and regular Twitter posts promoting UNFPA's work and mandate.
- Bi-monthly APRO newsletters distributed to external and internal subscribers.
- Monthly updates on country office communications plans, activities and achievements, with inputs from communications focal points, compiled and distributed.

Work Setting

The consultant will work at the UNFPA Asia and the Pacific Regional Office (APRO), Bangkok, Thailand, under the supervision of the Regional Communications Adviser, and will be provided with office space and essential equipment and support.

How to apply

Candidates should submit the following documents:

1. An application letter which states the candidate's motivation to apply for this post
2. A curriculum vitae, and
3. A completed United Nations Personal History (P 11)

All the above documents must be sent by e-mail to vac-robangkok@unfpa.org .

The P11 is available on the UNFPA websites at <http://www.unfpa.org/resources/p11-un-personal-history-form>

Please quote the Vacancy number **JID 1514 Communications Consultant UNFPA APRO**. The deadline for application is : **02 October 2015, at 15:00 Bangkok time**

UNFPA will only be able to respond to those applications in which UNFPA has a further interest.

UNFPA provides a work environment that reflects the values of gender equality, teamwork, respect for diversity, integrity and a healthy balance of work and life. We are committed to maintaining our balances gender distribution and therefore encourage women to apply.

We offer an attractive remuneration package commensurate with the level of the position.

Notice: There is no application, processing or other fee at any stage of the application process. UNFPA does not solicit or screen for information in respect of HIV or AIDS and does not discriminate on the basis of HIV/AIDS status.

Date Issued: Friday, 18 September 2015