



Title: Communication Specialist
Domain: Youth
Organizational Unit: Youth and Sport Section
Social and Human Sciences Sector
Location: Paris, France
Deadline: **14 December 2017 (midnight, Paris time)**
Contractual modality: Consultant contract
Duration: 3 months
Application to be sent to: YouthCallforApplications@unesco.org

BACKGROUND

As per its Operational Strategy on Youth 2014-2021, UNESCO works to create an enabling environment where young women and men are promoted as crucial actors in finding solutions to the issues they face. Essential to this is bringing youth voices to the fore and encouraging young people to take action.

Communications is an essential part of this. Young women and men need to be aware of, and engaged in UNESCO's youth actions across its fields of expertise as well as in opportunities to participate in UNESCO initiatives. Moreover, young people are leading change in their communities and need to be provided with a space to share their experiences and inspire others. Only through communications can an alternative discourse of young people as change-makers and problem-solvers - and not just as mere beneficiaries - be presented. It is essential that communication is utilized to attract visibility to UNESCO's action with youth, to facilitate collaboration between youth and to ensure youth sustainable engagement.

The UNESCO Youth Forum is a fundamental part of UNESCO's Youth Programme and a chance to bring young people together to discuss common issues, potential solutions and to make recommendations based on their experiences to Member States, CSO's and UNESCO sectors. This unique moment provides a strategic opportunity for UNESCO to offer a visible platform through which young women and men can voice their opinions that could also feed into the discussion around UNESCO's future role.

The 10th edition of the Forum, that took place on 25 and 26 October 2017, was the opportunity to reach out to young change-makers who carry out ground-breaking initiatives in their communities and who are very active and committed to engage with UNESCO to jointly implement its action or to scale up their own activities. The recommendations issued from the participant in the 10th UNESCO Youth Forum are very concrete and action-oriented. The young women and men are eager to start putting them into practice and they expect UNESCO to follow up on them. Their discussions also focuses on the concept of "regional youth spaces" to be rolled out as



of 2018 as a direct follow-up to the Forum, for which they provided their views on needs, constraints and suggestions.

TASKS

Under the overall authority of the Director of the Partnerships and Outreach Division, and the immediate supervision of the Chief of the Youth and Sport Section, the incumbent will take responsibility for further developing and implementing a communication and visibility strategy for the Youth Programme to directly feed into the overall UNESCO's action on Youth as per its Operational Strategy on Youth 2014-2021. The communication strategy should ensure increased visibility for UNESCO's youth actions across all sectors and increased engagement with the Facebook UNESCO Youth Community and, more particularly, with the participants of the 10th UNESCO Youth Forum to ensure that the synergies created with its participants are not lost and a proper follow up is carried out. The incumbent will namely be responsible for:

1. Elaborating, implementing, monitoring and evaluating a specific Communication and Visibility strategy for the Youth programme, with a view to creating a direct link with UNESCO's wider action on youth, namely in the follow-up to the 10th UNESCO Youth Forum and in line with the Operational Strategy on Youth. This will be achieved by using communication as a means to ensure constant exchange with, and consultation of, the most engaged young women and men around the world, with the ultimate aim of bringing them together to discuss common issues and potential solutions, to make suggestions based on their experiences, to explore modalities for concrete cooperation with UNESCO and to feed into the discussion around the Organization's future role in the field of youth.
2. Facilitating discussions and digital exchange by young women and men around the world to create synergies between the Youth Programme website, UNESCO Programme Sectors websites, UNESCO social media channels and other youth platforms.
3. Producing content on youth actions for the UNESCO Youth Facebook page and Twitter account, and all other relevant social media platforms, on a regular basis.
4. Mobilizing young women and men around the world to share their stories in the YouthOfUNESCO community.
5. Sourcing youth interviews in line with UNESCO's Operational Strategy on Youth and ensuring that an engaged community of youth is created and fomented to feed into the UNESCO Youth Community.



6. Ensuring the overall management of the UNESCO Youth Programme and the UNESCO Youth Forum websites and platforms, by producing content and making sure that information is always up-to-date and that new information is posted regularly (youth-authored web editorials, videos, TED-style conferences, etc.).
7. Liaise with UNESCO Youth Focal Points in other Sectors to ensure promotion and coverage of youth actions and to facilitate increased youth input.
8. Leading social media campaigns to extend the dissemination of UNESCO's youth actions across all Sectors. Monitoring and evaluating digital and media coverage of UNESCO youth actions/events, also, analyzing related user data and applying options to increase visibility and reach, including by mobilizing popular social media figures, joining media outreach campaigns as relevant, etc.
9. Conceiving, planning and producing a range of communications and advocacy materials and tools in accessible youth-friendly language, such as:
 - press releases and other press material (i.e. op-eds, etc.)
 - blog posts and articles for digital diffusion
 - audiovisual materials
 - infographics.
10. Working with colleagues in the various Sectors, at HQ and in the Field, and providers on the development of innovative engagement platforms and tools, videos, graphics, social media tools, apps, etc. namely in follow-up to the 10th UNESCO Youth Forum recommendations.
11. Initiating and maintaining contacts with international media to ensure global coverage of UNESCO youth events wherever applicable.
12. Any other tasks as need be for the smooth functioning of the Programme.

QUALIFICATIONS

EDUCATION

- Advanced university degree (equivalent to Master's) in communication, communication and media studies, information science, journalism or any other relevant fields.



WORK EXPERIENCE

- A minimum of two years of relevant professional experience in communication
- Experience with communication focused on youth-related issues
- Experience with UNESCO system and understanding of its functioning and procedures would be an asset

SKILLS/COMPETENCIES

- Excellent written and oral communication skills in English
- Good analytical skills
- Excellent social media skills
- Good IT and data base management skills
- Ability to work in a multicultural environment

- Good team spirit

LANGUAGES

- Excellent knowledge of written and spoken English
- Very good knowledge of another UN language, namely French, Spanish or Arabic

HOW TO APPLY

- 1) Fill in a detailed UNESCO CV - <https://fr.unesco.org/careers/media/3705>
- 2) Prepare a cover letter referencing this job announcement and explaining your qualifications for the position
- 3) Submit a 1-2 page outline including your proposed approach and methodology for the assignment.
- 4) Send the three above-mentioned documents by email to: YouthCallforApplications@unesco.org by **14 December 2017, midnight Paris time**, mentioning in the subject: SHS/PPD/YSS – Communication Specialist – Call for applications.
- 5) Applications on different formats will not be considered.

***Women are encouraged to apply.
Only short-listed candidates will be contacted.***

Thank you for your interest in this UNESCO call.
We look forward to receiving your proposal in due time.