

Post Title: MSPglobal Communication and Outreach
Domain: IOC
Organizational Unit: Intergovernmental Oceanographic Commission
Primary Location: Paris, France
Recruitment open to: Internal / External
Type of contract: Consultant
Annual salary: 40.000 – 45.000 EUR (depending on skills)

Deadline (*midnight, Paris time*): **7 December 2018**

OVERVIEW OF THE FUNCTIONS OF THE POST

Under the overall authority of the Director-General and under the supervision of the Assistant Director-General for the Intergovernmental Oceanographic Commission (ADG/IOC), the incumbent will assist with the implementation of technical activities at the IOC Marine Policy and Regional Coordination Section within the context of the Project MSPglobal co-financed by the European Commission – Directorate General of Maritime Affairs and Fisheries through the European Maritime and Fisheries Fund.

- Support the Project Coordinator in the day-to-day implementation of the MSPglobal work plan based on the agreements in between IOC-UNESCO and the European Commission (EASME/MARE) by maintaining the project's overall integrity and coherence.
- Handle communication and outreach activities of MSPglobal in English, French and Spanish, by:

Key functions:

- Plan and Implement internal and external strategies for outreach for MSPglobal focusing on achievement of the expected results of the project.
- Support the planning, coordination and execution of high profile events and develop products and publications.
- Draft and edit a wide range of materials, including media articles, blog posts, web content, brochures and presentations.
- Identify and synthesize best practices and lessons learnt from all the project's activities.
- Provide sound contributions to knowledge networks and communities of practice including corporate communications repositories.
- Provide training, consultancy and advice to pilot projects of MSPglobal.
- Design and implement innovative campaign assets, such as graphics, animated infographics and other visuals.
- Ensure the effective implementation of advocacy and visibility strategy and plan for content publications, including project specific publications, to be produced in line with the EU Communication guidelines.
- Play significant role in the systematic documentation, monitoring and evaluation of the visibility activities of MSPglobal, at all levels, as an integral component of the overall project and in line with the EU Communication guidelines.
- Build strong networks with key partners within UNESCO and external partners, including the media (print, digital, TV and radio).

Web:

- Generate, prepare and edit content for the websites and social media to ensure material is consistent and up to date.
- Prepare content for dissemination via social media, print and TV while ensuring systematic, timely and excellence in the production and quality of the materials.
- Document sequential programme implementation from inception to programme closure through video and print success stories.
- Manage the contents of the MSPglobal website
- Write and edit reader-friendly web content aimed at increasing website traffic
- Develop/produce communication and advocacy instruments and materials (newsletters, brochures) including briefing materials and press releases in coordination with the Project Management.
- Keep abreast of digital media trends and identify new opportunities to increase the visibility of MSPglobal on online platforms. Advise management on appropriate action/responses.

Social media:

- Manage social media outreach including channels such as Facebook, Twitter and LinkedIn
- Design and implement creative social media plans in line with the objectives of the project
- Work to boost followers and engagement on Twitter, Facebook, LinkedIn and other relevant channels
- Effectively manage and lead social media campaigns to strengthen awareness and key messages among target audiences at key moments, in collaboration with the communication team of IOC-UNESCO.

Events and campaign management:

- Manage flagship events and campaigns including promotion and dissemination of project materials for initiatives and publications.
- Promote and manage public information campaigns, in close collaboration with the communication team of IOC-UNESCO.

Outreach:

- Dissemination of communication materials and media mobilization through a regularly updated and populated contact database
- Preparation and dissemination of newsletter to key stakeholders, partners and target beneficiaries.
- Timely and effective responses to inquiries from public and interested stakeholders.
- Document and widely disseminate success stories, lessons learnt and best practices from the projects in print and electronically, including photos, infographics, short video clips, and documentaries of selected Programme initiatives.
- Provide technical support in the production of audio-visual material and sound recordings for radio broadcast, and the organization of regular information campaigns and face-to-face meetings
- Ensure facilitation of research, knowledge building and management focusing on achievements of the following results:
 - Identification and synthesis of best practices and lessons learnt directly linked with the MSPglobal actions
 - Contributions to knowledge networks and communities of practices including corporate communication repositories
 - Provision of training of staff on communications
 - Professional growth through active learning.

- Assisting the Project Coordinator in any other related activity that may be assigned by the Management Team.
- Assisting the Head of Section on Marine Policy and Regional Coordination in activities related to the implementation of the IOC-UNESCO and the European Commission Joint Roadmap to accelerate Marine/Maritime Spatial Planning worldwide.

REQUIRED QUALIFICATIONS

EDUCATION

- University degree or Master degree in media/communication studies, public relations or other related social sciences with competence to design and develop communication products and multimedia materials.

WORK EXPERIENCE

- At least 3 to 5 years of relevant experience at the international level in public relations, communications or advocacy, preferably in social and ocean issues.

SKILLS/COMPETENCIES

- Demonstrated experience in communicating project implementation actions and results in a Multilanguage context.
- Shares knowledge and experiences and contributes to UN Practice areas
- Ability to implement communications and publications strategies
- Advocates effectively
- Communicates sensitively and effectively across different constituencies
- Excellent communication skills, excellent writing skills in English and French, Spanish and Arabic will be an asset.
- Demonstrated ability to conceptualize issues and analyze data to compile and synthesize information in coherent and succinct formats;
- Sharing knowledge across the organization and building a culture of knowledge sharing and learning. Promoting learning and knowledge management/sharing
- Excellent coordination and negotiation skills;
- Demonstrated ability to use office equipment with computer literacy in graphic design, publication design, multimedia products development, web design, web content, etc.
- High attention to detail and ability to work under tight deadlines;
- Ability to work efficiently in a multi-cultural environment and team spirit;

LANGUAGES

- Excellent knowledge of **English and French**. Knowledge of Spanish and Arabic will be an asset.

BENEFITS AND ENTITLEMENTS

This is a consultant contract, initially for 11 months (including a probationary period of 3 months) and is renewable for 11 months every year, subject to satisfactory service and availability of funds. The appointment is non-career and does not carry any expectancy of renewal or conversion to another contract. Medical health care is not provided.

HOW TO APPLY

Please submit a full CV (using the UNESCO template at http://uis.unesco.org/sites/default/files/documents/unesco-cv-form_pa-ft_0.pdf), a motivation letter, a proposed work plan for the activities included in this ToR , proof of language knowledge, three references from different countries and/or institutions that may be contacted, and samples of communication materials

and products the applicant designed and implemented in the past to: m-sp-ioc@unesco.org by 7 December 2018 (23.59h, Paris time).

IOC-UNESCO is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.

UNESCO DOES NOT CHARGE A FEE AT ANY STAGE OF THE RECRUITMENT PROCESS.