



Bureau régional
de Dakar

VACANCY NOTICE

Title of the Post: Communication and Outreach Officer

Grade: SB-5/1 (UN classification)

Type of contract: Temporary / Service Contract

Duration: One (1) year renewable, subject to fund availability and satisfactory performance

Duty Station: Dakar, Sénégal

Deadline (midnight, Dakar time): 14 December 2018

Application to be sent to recruitment.breda@unesco.org – [UNESCO format CV](#) with a cover letter; making reference to Communication and Outreach Officer, Dakar, Senegal in the subject line; including contact details for 2 referees

ORGANISATION SETTING AND REPORTING

This position is located in the Multisectoral Regional Office (MSRO) for West Africa (Sahel) of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) based in Dakar, Senegal otherwise called UNESCO Dakar. The Communication Officer reports to the Director of the MSRO. The incumbent will lead the Knowledge Management Services (KMS) of the MSRO, by among others, formulating and implementing a communication strategy consistent with the overall UNESCO corporate goals and priority areas and advise on communications and outreach activities of the Office.

PURPOSE OF THE POSITION

The position of Communication and Outreach Officer at UNESCO Dakar aims to raise the visibility of UNESCO's work in the West African region. It supports communication, information and knowledge dissemination externally to the media, public and private institutions, civil society organizations, United Nations System, and the wider public.

RESPONSIBILITIES

Under the overall guidance and direct supervision of the Director of the Dakar Office, the incumbent of the post will be responsible for the following functions:

1) Strategic advice

- Lead the formulation, implementation, and monitoring and evaluation of the communication strategy consistent with UNESCO corporate goals and priority areas as part of the Dakar Office's Regional Strategy;
- Gather ongoing information about the Organization's work and results achieved to date, and document this information for broad internal and external dissemination;
- Work with Office's programme staff, especially sectoral communication focal points, to align messages and assist dissemination of knowledge products and good practices to support country and regional policy development and project efforts;
- Liaise with the relevant services at Headquarters (HQ) to identify appropriate internal communications opportunities and mechanisms that highlight the ongoing work of the Dakar Office;

- Carry out research and/or surveys on the needs and expectations of the target audience, and monitor news articles, forums, social media sites, etc. in order to improve the quality and relevance of the Office's communication;
- Prepare communication-related briefings, reports and/or presentations for the Office's management team;
- Liaise with communications officers across UNESCO field offices and HQ to ensure collaboration and coordination of messages;
- Contribute to the preparation of reports on the progress and impact of specific Dakar Office's initiatives;
- Provide regular learning and sensitization sessions to Dakar Office staff on advocacy and communications as required; and
- Lead and advise on communications and outreach activities.

2) Press relations

- Organize media coverage (written, audio, and video) of major events of the Office in close collaboration with relevant programme specialists;
- Provide the media with regular information about UNESCO programmes, activities and achievements;
- Organize interviews on UNESCO programme activities as necessary;
- Prepare research for and handle sensitive media inquiries in close consultations with relevant HQ entities; and
- Liaise with specialists to provide communications material to website and social medias;

3) Dissemination

- Support the production of publications, documents and reports for the Office, including proofreading, revision, translation, selection of pictures and infographics and coordination of the graphic design and publication;
- Prepare content for Office website pages and scripts for presentations and videos in collaboration with Office's programme specialists;
- Produce promotional materials such as Office agenda, posters, kakemonos, flyers, brochures, invitations letters, notebooks, logos, conference folders and banners;
- Run Office social media channels and produce videos and photos for major events in consultation with programme specialists.

4) Undertake any additional tasks that may be assigned by the Director of the Office, such as editing, finalizing major speeches of the Director and report branding.

QUALIFICATIONS AND EXPERIENCE

Education

Advanced university degree (Masters Degree or equivalent) in communication, journalism, international relations, political affairs, public administration or related field is required. A first-level university degree in combination with two additional years of qualifying experience may be accepted in lieu of the advanced university degree.

Work Experience

At least 5 years of progressively responsible experience in communication, media relations at the international level is required. Experience coordinating communication and media activities at the

regional level is highly desirable. Good computer skills and familiarity with graphic design applications is required. Experience with information and communication technologies and social media (Facebook, Twitter, YouTube, etc.) and their use with a view to communicating and reaching out to clients is desirable. Experience with the UN system and operational activities or the operational activities of a similar large international organization is desirable.

Languages

Excellent written and spoken English or French, and good command of the other language.

COMPETENCIES

Professionalism:

- In-depth knowledge of communication approaches, tools, and methodologies essential to the planning and executing of effective campaign strategies and programmes, e.g. campaign management, media operations, marketing and promotion, audience outreach, message targeting;
- Ability to rapidly analyze and integrate diverse information from varied sources;
- Ability to identify public information issues, opportunities and risks in an international environment;
- Ability to diplomatically handle sensitive situations with target audiences and cultivate productive relationships;
- Ability to produce a variety of written communications products in a clear, concise style and deliver oral presentations to various audiences;
- Demonstrates professional competence and mastery of subject matter and is conscientious and efficient in meeting commitments, observing deadlines and achieving results;
- Shows persistence when faced with difficult problems or challenges; remains calm in stressful situations.

Communication:

- Speaks and writes clearly and effectively;
- Listens to others, correctly interprets messages from others and responds appropriately;
- Asks questions to clarify, and exhibits interest in having two-way communication;
- Tailors language, tone, style and format to match audience; and
- Demonstrates openness in sharing information and keeping people informed.

Teamwork:

- Works collaboratively with colleagues to achieve organizational goals;
- Solicits input by genuinely valuing others' ideas and expertise;
- Supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

Technological Awareness:

- Keeps abreast of available technology;
- Understands applicability and limitations of technology to the work of the office;
- Actively seeks to apply technology to appropriate tasks;
- Shows willingness to learn new technology

Please note that only candidate resident in Senegal may apply for this position.