



## Communications & Media Specialist

<b>Job title:</b>	<b>Communications &amp; Media Specialist</b>
<b>Level:</b>	<b>NOC</b>
<b>Position Number:</b>	<b>34493</b>
<b>Location:</b>	<b>New Delhi, India</b>
<b>Full/Part time:</b>	<b>Full-time</b>
<b>Fixed term/Temporary:</b>	<b>Fixed term</b>
<b>Rotational/Non Rotational:</b>	<b>Non-rotational</b>
<b>Duration:</b>	<b>One year (renewable)</b>

### The Position:

The Communication and Media Specialist is responsible for providing strategic advice and leadership to the overall development, management and execution of UNFPA Country Office external and internal strategic communications and media outreach efforts.

Under the overall guidance of the UNFPA Representative and the direct supervision of the Policy, Advocacy and Partnerships Coordinator, you will lead and coordinate communication and media activities around ICPD Programme of Action and SDGs.

### How you can make a difference:

UNFPA is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA's new strategic plan (2018-2021), focuses on three transformative results: to end preventable maternal deaths; end unmet need for family planning; and end gender-based violence and harmful practices.

In a world where fundamental human rights are at risk, we need principled and ethical staff, who embody these international norms and standards, and who will defend them courageously and with full conviction.

UNFPA is seeking candidates that transform, inspire and deliver high impact and sustained results; we need staff who uphold human rights principles as enshrined in the UN Charter, are transparent, exceptional in how they manage the resources entrusted to them and who commit to deliver excellence in programme results.

### Job Purpose:

Working within a large, diverse and complex Country Office (CO), your work is critical to the success of the Policy, Advocacy and Partnerships Unit (PAPU) and Country Office to position the ICPD Programme of Action in national and state policy frameworks, raise the visibility of UNFPA's work and mandate, and expand partnerships. You will play a vital role in coordinating and leading communication and media activities around key programme priorities. You will ensure that substantial programme events, success stories and good practices, along with challenges and gaps that must be addressed, are well documented and communicated in social, broadcast and print media, highlighting the roles of donor community and partners.



You will establish and maintain close working relationships with senior and other relevant representatives of the media, including editors, reporters and correspondents to generate positive reporting on women's and youth reproductive health, gender, and population and development issues. You will strengthen and support the PAPU to innovate and amplify the Voice and Visibility of UNFPA's work to advance the Plan of Action of the International Conference on Population and Development (ICPD PoA) in its direct contribution to the Agenda 2030 in India.

**You will be responsible for:**

#### **A. Communication & Media Strategy**

- Lead the development/updating of UNFPA's advocacy and communication strategies and activities, with a special attention on promoting and projecting UNFPA's brand and image accurately and effectively;
- Oversee the implementation of the approved advocacy and communications strategy and its activities for the India CO;
- Identify communications activities and develop storylines for publications and articles on key CO programmatic areas;
- Oversee content and design of all communications collaterals developed in the CO and in the programme states;
- Oversee all communications - print, digital, broadcast - developed by UNFPA and ensure it aligns with UNFPA's overall vision and liaise with implementing partners and vendors to ensure communication and media products meet UNFPA standards;
- Liaise with the UNFPA Media and Communications Branch and the UNFPA Asia Pacific Regional Office to keep Country Office Communications work aligned with UNFPAs regional and global communications efforts;
- Oversee all branding of UNFPA activities both at the CO and in the programme states to ensure and protect UNFPA's identity;
- Work closely with the Population and Development and Monitoring and Evaluation Units to ensure that all CO communications are substantiated by scientific and/or official data;
- Working closely with the State Programme Coordinators amplify good practices and stories from our programme communities.

#### **B. Increasing visibility of UNFPA Programmes**

- Work closely with relevant technical specialists to draft speeches, talking points and other communications materials for the Representative; prepare the Representative for Media interviews as necessary;
- Develop and nurture relationships with journalists and Media houses across traditional and non-traditional news platforms to amplify and raise UNFPA's visibility;
- Oversee the monitoring of relevant news media to identify trends in coverage priorities to effectively position UNFPA media outreach;
- Oversee the update and maintenance of the UNFPA India's website and other relevant digital media platforms;



- Create, promote and contribute to campaigns for local regional and international media that position UNFPA and influence the reflection of thematic areas based on the current India Country Office programme and new initiatives;
- Support and advise Programme teams based in Delhi and States on communication and media activities including ideating and developing innovative communication campaigns that will amplify and popularize UNFPA India's work.

### **C. Networking and partnerships**

- Participate in the UN inter-agency Communications Group and promote UN joint initiatives led by the Office of the Resident Coordinator;
- Establish cooperation with communication counterparts in other agencies to create synergies. Proactively work to forge a strong "Delivering as One" UN image through publicizing the significance of local UN reform efforts, joint programmes and common services;
- Develop and maintain media contacts providing newsworthy information to national public and donors to increase coverage and understanding of the UNFPA's work in the country while ensuring coherence in public information activities and messages;
- Pursue innovative ways to maintain and create new partnerships with government, development partners, donors and private sector in communications related areas;
- Cooperate with all units within the Country Office to garner support for all communication and media related requirements.

### **D. Advocacy & Resource mobilization support**

- Assist CO advocacy efforts through creative material for the ICPD agenda with national institutions and other UN agencies represented at the national level;
- Support in the development and dissemination of Country Office advocacy materials and publications;
- Contribute to resource mobilization efforts through effective positioning/highlighting of programme activities and results in media.

### **E. Knowledge Management:**

- Provide guidance to and cooperate with CO staff to support the integration of media and communications through their respective programme and operations areas;
- Collaborate with M&E unit and contribute to design, lay-out of donors reports and CO Annual Report;
- Organize and facilitate training sessions to improve and increase media/communication skills and capacity of CO Programme Staff

Carry out any other duties as may be required by UNFPA leadership.

### **Qualifications and Experience**

#### **Education:**



Advanced university degree in mass communications, journalism, public relations, Policy Management or related field.

**Knowledge and Experience:**

- Five years of increasingly responsible professional experience at the national or international level in public relations, communications or advocacy;
- Substantive knowledge and practical experience in communication strategy development including demonstrated experience implementing visibility communications or media projects;
- Strong media contacts and proven success pitching stories to media outlets;
- Excellent research and writing skills, with experience writing reports, newsletters and programme updates;
- Excellent knowledge of web production, social media and multimedia tools;
- Intimate knowledge and ease of navigation of traditional and new digital and Social Media;
- Excellent interpersonal communication skills;
- Prior experience in the multilateral system is an asset but is not mandatory.

**Languages:**

Fluency in English and Hindi. Knowledge of other local languages is desirable. Other UN languages is an asset.

**Required Competencies**

<p><b>Values:</b></p> <ul style="list-style-type: none"> <li>• Exemplifying integrity,</li> <li>• Demonstrating commitment to UNFPA and the UN system,</li> <li>• Embracing cultural diversity,</li> <li>• Embracing change</li> </ul>	<p><b>Functional Competencies:</b></p> <ul style="list-style-type: none"> <li>• Advocacy / Advancing a policy-orientated agenda</li> <li>• Leveraging the resources of national governments and partners / building strategic alliances and partnerships</li> <li>• Internal and external communication and advocacy for results mobilization</li> <li>• Delivering results based programmes</li> </ul>
<p><b>Core Competencies:</b></p> <ul style="list-style-type: none"> <li>• Achieving results,</li> <li>• Being accountable,</li> <li>• Developing and applying professional expertise/business acumen,</li> <li>• Thinking analytically and strategically,</li> <li>• Working in teams/managing ourselves and our relationships,</li> <li>• Communicating for impact</li> </ul>	<p><b>Managerial Competencies:</b></p> <ul style="list-style-type: none"> <li>• Providing strategic focus,</li> <li>• Engaging in internal/external partners and stakeholders,</li> <li>• Leading, developing and empowering people, creating a culture of performance</li> <li>• Making decisions and exercising judgment</li> </ul>



### **Compensation and Benefits**

This position offers an attractive remuneration package including a competitive net salary plus, health insurance, pension and other benefits as applicable.

### **Disclaimer**

UNFPA does not charge any application, processing, training, interviewing, testing or other fee in connection with the application or recruitment process. Fraudulent notices, letters or offers may be submitted to the UNFPA fraud hotline <http://www.unfpa.org/help/hotline.cfm>

In accordance with the Staff Regulations and Rules of the United Nations, persons applying to posts in the international Professional category, who hold permanent resident status in a country other than their country of nationality, may be required to renounce such status upon their appointment.