



Communications & Advocacy Officer

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| Job title: | Communications & Advocacy Officer |
| Level: | SB4, Peg 1 |
| Position Number: | 00146416 |
| Location: | Colombo, Sri Lanka |
| Full/Part time: | Full-Time |
| Fixed term/Temporary: | Service Contract (Temporary) |
| Rotational/Non-Rotational: | Non-Rotational |
| Duration: | One year (Renewable) |

Communications & Advocacy Officer

The Position:

The Communications & Advocacy Officer will support the UNFPA Sri Lanka communications team in planning and designing of all internal and external communications initiatives of the organization.

You will support the UNFPA Strategic Communications & Advocacy Analyst in facilitation and delivering of communications initiatives to support the programmatic work of UNFPA Sri Lanka in advancing sexual and reproductive health and rights for all. This will include managing social media platforms, media management, as well as coordination with printing, designing, event management providers, and other suppliers.

You will report directly to the UNFPA Strategic Communications & Advocacy Analyst.

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 current 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 the face of current challenges in communicating our mandate in Sri Lanka, UNFPA is seeking candidates that transform, inspire and deliver high impact and sustained results. We seek principled and ethical staff, who embody human rights norms and standards, and who will defend them courageously and with full conviction. We seek staff who are transparent and exceptional in how they manage the resources entrusted to them, and who commit to deliver impactful, meaningful, and innovative communications work.



Job Purpose:

In a complex operating environment, you will contribute to the effective communication of UNFPA activities in the areas of sexual and reproductive health and rights, gender-based violence and women's empowerment, youth engagement, and population dynamics and data.

You will support in ensuring that substantial programme events and initiatives are communicated cohesively in a meaningful manner through innovative and impactful means. This includes contributing towards concepts and planning of campaigns and other communications engagements through online and offline mechanisms.

You will support in the establishing and maintaining of collaborative relationships with the media, counterparts in government, multi-lateral and bilateral donor agencies, sister UN agencies, and civil society in support of UNFPA's programme.

You would be responsible for:

A. Supporting in planning, designing, and execution of internal and external communications initiatives:

- Assist UNFPA Strategic Communications & Advocacy Analyst in planning, designing, and execution of communications initiatives that are creative, meaningful, and impactful and deliver results that contribute towards UNFPA's Country Programme
- Ensure that key UNFPA programme events, success stories and good practices highlighting the value-added roles of UNFPA and its partners, are communicated meaningfully with internal and external audiences
- Maintain positive relationships with media and ensure new media relationships are developed with TV, Radio, Press, Digital, media contacts from English, Sinhala, and Tamil media institutions
- Support in organizing public information and promotional campaigns on UNFPA activities to position UNFPA as a leader within the development sector through supporting the development, designing, and implementation of innovative and engaging communications ideas and initiatives

B. Contributing towards development of high-quality communications campaigns, products, and material:

- Assist in drafting high-quality talking points, opinion editorials, press releases, human-interest stories, key messages, and in designing and developing other communications material such as brochures, videos, policy briefs, booklets, publications, etc. as required to support programmatic interventions
- Have the capacity to work closely with suppliers providing communications services (event management companies, printers, designers, videographers, etc.) and with counterparts in the Regional Office and HQ, as well as media, UN Agencies, and other partners



C. Managing the Country Office social media platforms, website, and web-based knowledge management system (iDocs)

- Manage and maintain all UNFPA Sri Lanka social media platforms (Facebook, Twitter, YouTube, Instagram) by regularly updating the channels with relevant, engaging, and interesting content
- Develop a social media plan to ensure content is planned in advance and is relevant and timely, aligning with key UN Observance Days and trending hashtags
- Maintain the office website based on corporate requirements and ensure all main external communications are disseminated accurately on the website (i.e. vacancy advertisements, request for proposals, new publications, policy briefs, press releases, etc.)
- Ensure all UNFPA Communications content is backed-up and organized accordingly on the web-based knowledge management system (iDocs)

D. Supporting Partnerships, Advocacy and Resource Mobilization

- Work closely with UNFPA Strategic Communications & Advocacy Analyst and UNFPA Programme Staff to develop and maintain close contacts with national counterparts, donors, civil society, private sector, academia, and media for implementation of communication strategies and campaigns
- Collaborate and engage with other UN Agencies by representing UNFPA in the UN Communications Group (UNCG) and by sharing UNFPA value-addition towards joint UN campaigns and communications initiatives (i.e. UN Day, Peacebuilding efforts, SDG Action Campaigns, etc.)
- Assist in preparing presentations, donor briefing documents, reports, issue papers, etc. required for advocacy and resource mobilization

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

Qualifications and Experience

Education:

Master's Degree in communications, media relations, journalism, international development, or relevant social sciences

Knowledge and Experience:

- At least 2 years (post Master's Degree) of increasingly responsible professional experience at the national or international level in public relations, communications or advocacy;
- Substantive knowledge and practical experience in planning, designing, and implementing communications campaigns and initiatives;
- Excellent command of the English Language (reading, writing, listening, speaking) is a must



- Excellence in research and writing skills, with experience in drafting talking points, opinion editorials, press releases, social media content, issue papers etc. which communicate key messages in a simplified, and easy-to-understand manner
- Exceptional skills in social media management and in developing interactive, informative, and engaging digital content on a regular basis;
- Experience in photography and basic videography editing skills;
- Ability to engage closely with all colleagues, suppliers, implementing partners, to ensure work is carried out accordingly;
- Results-oriented and ability to deliver high-quality work within short timeframes;
- Strong team working skills and ability to take initiative and be self-driven;
- Creativity and ability to brainstorm out-of-the box ideas;
- Proficiency in current MS office software applications and basic web-based systems;
- Positive attitude towards work and true belief and understanding of UNFPA’s sensitive yet important mandate is a must.

Languages:

Exceptional command of the English language and fluency in Sinhala or Tamil

Required Competencies

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| <p>Values:</p> <ul style="list-style-type: none"> • Exemplifying integrity, • Demonstrating commitment to UNFPA and the UN system, • Embracing cultural diversity, • Embracing change | <p>Functional Competencies:</p> <ul style="list-style-type: none"> • Advocacy/ Advancing a policy-oriented agenda, • Internal and external communication and advocacy for results mobilization, • Leveraging the resources of national governments and partners/ building strategic alliances and partnerships |
| <p>Core Competencies:</p> <ul style="list-style-type: none"> • Communicating for impact, • Achieving results, • Being accountable, • Developing and applying professional expertise/business acumen, • Thinking analytically and strategically, • Working in teams/managing ourselves and our relationships, | |

Compensation and Benefits

This position offers an attractive remuneration package including a competitive salary and health insurance 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>