



## JOB DESCRIPTION

---

<b>Official Job Title:</b>	<b>Communication Analyst</b>
<b>Duty Station:</b>	<b>Cairo, Egypt</b>
<b>Grade (Classified):</b>	<b>SB-4 (equivalent to NOA)</b>
<b>Duration</b>	<b>One year renewable subject to satisfactory performance and availability of funds (for a maximum of 5 years)</b>
<b>Type of Contract:</b>	<b>Service Contract (SC)</b>
<b>Post Type:</b>	<input type="checkbox"/> Rotational <input checked="" type="checkbox"/> Non-Rotational
<b>Organizational Unit:</b>	<b>Arab States Regional Office</b>
<b>Date:</b>	<b>April 2016</b>

### II. Organizational Context

The overall purpose of UNFPA is to help governments attain the relevant SDGS and fulfill their commitments as per the ICPD, thus ensuring relevant population-related policies effectively help governments manage their population. To help in this, UNFPA's communications seek to promote good practices, encourage the empowerment of population under our mandate (women and young girls, youth) and show the relevance of UNFPA's response to humanitarian situations, hence positively influence the perception that donors have of us.

Under the overall supervision of the UNFPA Regional Communications Advisor (RCA), the incumbent will be responsible for helping to enhance the information flow and visibility of UNFPA by using ASRO's website and social media to highlight reproductive health, gender and GBV issues, in addition to promoting UNFPA's humanitarian response. Specifically, the incumbent will create and maintain a UNFPA/ASRO photo gallery to group all professional photos by all COs for everyone's use and easy access, will gather content for an annual brochure on UNFPA in the region, will use ASRO's social media platforms (FB and Twitter) to promote UNFPA and gain followers

The Communications Analyst will help provide communications support to ASRO's various work areas/programs, and to UNFPA's country offices in the Arab region. More specifically, and since communications is a cross-cutting activity, the Communications Analyst will support the RCA on production (mostly publications and web) of relevant material to promote UNFPA, programs, messages, and visibility.

Once a project/product is decided and initiated (as per the regional communications strategy and work plan), the incumbent will be actively engaged with communicators in country offices, particularly to get their input for that regional product. The Communications Analyst will also seek input for ASRO's website and for use on social media, after clearance by the concerned Country Office and by Regional Communications Adviser. The job has a large internal focus (coordination among Country Office s communicators) but an important external focus (keeping abreast of developments in a highly dynamic external environment).

#### **Job Purpose:**

- Contributes professional communication support to emerging events and to products planned throughout the year
- Increase visibility for UNFPA by making professional high quality print material available for public use
- Working closely with RCA, the web specialist in MCB and communicators in COs, regularly update UNFPA/ASRO new website so that it is always a source of credible and constantly update information on population issues, including stories and data, ensuring they meet UNFPA's corporate requirements and that all uploaded material is consistent
- Daily updating news via ASRO's social media, as per priority messaging set by HQ and by RCA

### **III. Functions / Key Results Expected**

#### **1. Public info: journalists database/media mapping to contribute to the media network of UNFPA/ASRO across the region**

- In cooperation with communications focal points in country offices, update regional media lists and maintain relationships with newspapers/media;
- Help organize press conferences and media events, Support in the production of various communications tools in the Arab States Region: part of the effort to harmonize production, set and ensure graphic standards across the region.

#### **2. Arabic language website**

- Using the central HQ design, adapt into Arabic then supervise the design and maintenance of Arabic-language website (UNFPA Arab States), paying special attention to updating the homepage, featuring new articles, statements by UNFPA officials...
- Liaise with country offices for regular content updating, highlighting events in countries, posting country-produced communications material (newsletters, policy briefs, etc.)
- Monitor Arabic website traffic using Google Analytics to understand profiles and trends of website visitors (and alter things accordingly when needed)

#### **3. Arabic language social media**

- Beef up FB/Twitter feeds with messages approved by RCA to promote various activities from across the region and from HQ

- Promote stories/news releases
- Provide countries with tweet samples in Arabic.

#### 4. Coordinating Arabic translations

- Going forward, all MENA press releases are to be issued in Arabic, in addition to English. The same goes for documents that target the general public in the region (newsletters, bulletins). The Communications officer will liaise with a pool of external translators (Cairo-based) to ensure prompt service delivery
- Responsible for updating Arabic language glossary and translation memory system, providing translators with updated lexicons to ensure homogeneity of terms.

### IV. Impact of Results

- Incrementally higher level of cohesiveness in the area of communications within the Arab region.
- Consistent development of ASRO's website
- Increased followers on Facebook and Twitter

### V. Core Values

- Exemplifying Integrity;
- Demonstrating commitment to UNFPA and the UN system;
- Embracing diversity;
- Embracing change;

### VI. Competencies

- Ability to take initiative and work with minimal supervision;
- Strong conceptualization skills, sound judgment;
- Strong communications expertise;
- Excellent coordination skills to work on several projects simultaneously;
- Interpersonal skills, team spirit and positive working relationships;
- Excellent writing and presentation skills;

### VII. Job Requirements

Education:

- A Master's degree in Communication, Journalism, Public Relations or related field and at least 2 years' experience in the communications area.

	<ul style="list-style-type: none"> <li>• Candidates with a Bachelor’s degree in Communications, Journalism, Public Relations; or related fields may also apply but must have at least 5 years professional work experience in the communications area.</li> </ul>
Experience:	<ul style="list-style-type: none"> <li>• Candidates with Master’s Degree should have at least 2 years of relevant experience while candidates with Bachelor’s degree should have at least 5 years’ experience in institutional communications, including campaigns and production.</li> <li>• Familiarity with the human rights-based approach to programming.</li> <li>• Familiarity with the aid context and development processes in the Arab region.</li> </ul>
Language Requirements:	<ul style="list-style-type: none"> <li>• Excellent command of English language and Arabic. Ability to speak French will be a definite added advantage</li> </ul>

<b>VIII. Signatures/Certification</b>		
Immediate Supervisor		
Name / Title	Signature	Date
Chief Division/Section		
Name / Title	Signature	Date