

## Vacancy Announcement

Issued on	April 2024
Organizational location	UN-Habitat, ROLAC
Title and Id Number of Programme/Project	Southern Cone Countries (Brazil, Argentina, Uruguay, Chile, Paraguay)
Requesting Team	Multiple projects
Duty station	Rio de Janeiro
Functional title	Communications Analyst
Contract type	UNDP Service Contract (SB-3/3)
Post duration	6 months with possibility of renewal
Closing Date	April 2024

### **Background**

The main mandate of the United Nations Human Settlements Programme (UN-Habitat) is to promote sustainable development of human settlements and policies conducive to adequate housing for all. Within this framework, UN-Habitat supports central and state governments, as well as local authorities and other partners for the implementation of the Habitat Agenda, the 2030 Agenda with the Sustainable Development Goals and the New Urban Agenda.

UN-Habitat helps the urban poor by transforming cities into safer, more inclusive, compact, integrated, resilient and connected places with better opportunities where everyone can live with dignity. It works with organizations at every level, including all spheres of government, civil society and the private sector to help build, manage, plan and finance sustainable urban development.

The Regional Office for Latin America and the Caribbean – ROLAC – is based in Rio de Janeiro, Brazil. The Agency puts emphasis on developing and managing activities in the host country. Indeed, for the past years, UN-Habitat has expanded its portfolio in Brazil by working with the three tiers of government in order to support the formulation and implementation of more effective, sustainable, participative and socially fairer urban economic, social and environmental policies.

In order to support the implementation and communication of this Project and UN-Habitat's mandate in Brazil, we are looking for a Communications Analyst.

### **Report to UN-Habitat Manager**

The Communications Analyst reports and is evaluated by the National Officer for Brazil, who will evaluate him/her.

### **Ultimate Result of Service**

He/She will provide technical advice and support the execution of communication activities in the country. The Communications Analyst is responsible for creating, planning and implementing the Office communications and advocacy strategies to increase the visibility and awareness of UN-Habitat with partners, the media and the public, and work with United Nations Communications Group (UNCG) to strengthen the image of UN Brazil. The Communications Analyst works in close collaboration with the Programme and strategic areas of the Office and UN-Habitat Headquarters communication teams, staff of other UN Agencies, Government officials, media, multilateral and bilateral donors and civil society

## **Responsibilities**

Under the overall supervision of the National Officer for Brazil, the Communications Analyst will:

### **1. Institutional and projects communication**

- ✓ Conduct communication needs assessments for the office;
- ✓ Plan, design and implement the communication strategy of UN-Habitat's office in Brazil and ensure its integration with projects, programmes and initiatives, according with UN-Habitat rules and regulations for Communications;
- ✓ Produce and manage institutional content (websites, newsletters, social media, releases, presentations, reports etc);
- ✓ Support the execution of projects and partnerships' communication activities;
- ✓ Supervise (if existent) other personnel of the Communications Area (Interns, Graphic Designer, Communication Assistant, others) to ensure timely compliance of activities;
- ✓ Harmonize the work being done by the communications personnel working specifically for each project

### **2. Online presence**

- ✓ Organize and manage all social media (Facebook, Instagram, Twitter etc.) and its content by planning visual identity, coordinating an ongoing posts calendar and responding to public interactions and inquiries on a daily basis – in line with corporate social media policy;
- ✓ Produce and share editorial posts related to UN-Habitat's mandate and share institutional content on social media;
- ✓ Plan, produce and share posts about important dates that are relevant to UN-Habitat's mandate; Provide new content and coordinate continued updating of relevant pages, namely UN-Habitat global and regional website, as well as the page of "ONU Brasil";
- ✓ Produce a regular (every three months) report on social media indicators for the office and its projects.

### **3. Outreach, media and public relations**

- ✓ Prepare and disseminate regular newsletter to partners, donors, UN-Habitat team and community in general;
- ✓ Prepare press releases to share with UN Information Centre in Brazil and external media;
- ✓ Produce and publish human interest stories;
- ✓ Keep a regular and organized clipping of UN-Habitat's work in the country;
- ✓ Analyze public opinion and press coverage, to identify issues and trends;
- ✓ Build and manage relationships with press in the country to increase coverage and understanding of UN-Habitat's mandate and work;
- ✓ Review interviews given by UN-Habitat staff in Brazil;
- ✓ Write, edit and supervise translation of speeches and public statements for senior management and programme staff;
- ✓ Organize roundtable discussions, press conferences, briefing sessions, interviews, launches, etc;
- ✓ Support the participation of UN-Habitat staff in online events (lives, webinars, etc.);
- ✓ Coverage of events with participation of programme staff, including photographic coverage;
- ✓ Generate content and manage communications activities of the annual initiative of the Urban Circuit;
- ✓ Maintain an established network of contacts for general information sharing; Manage a contact database;
- ✓ Build a FAQ for the office's e-mail and social media;
- ✓ Maintain and develop new multisectoral communication partnerships and alliances to enhance visibility.

#### 4. Advocacy and publications

- ✓ Conceptualize and coordinate public information products such as portfolio, printed material, audiovisual and photographic material, among others;
- ✓ Translate (to Portuguese), promote and disseminate UN-Habitat advocacy materials, flagship reports and relevant publications;
- ✓ Translate audio-visual materials subtitles to Portuguese and disseminate it;
- ✓ Promote public information campaigns on UN-Habitat mandate and work, Sustainable Development Goals, New Urban Agenda and others;
- ✓ Liaise with advocacy partners from various sectors to promote campaigns and positioning regarding UN-Habitat's expertise;
- ✓ Ensure compliance with the norms of publishing and design available in brand manuals;
- ✓ Elaborate and implement a strategy to disseminate publication or material elaborated in the scope of ongoing projects.

#### 5. Interagency and intra-agency cooperation

- ✓ Communication focal point in existing groups: UNCG, Headquarters (HQ), Regional communications group and the cooperation group between Lusophone offices, as well as with other Country Offices;
- ✓ Work closely with UNCG to help forge a "one UN" image through publicizing the significance of local UN reform efforts, joint programmes, common services. Organize and implement joint UN information campaigns (UN Day, World AIDS Day, etc.);
- ✓ Liaise with these groups to promote joint initiatives, share knowledge and best practices;
- ✓ Provide inputs about UN-Habitat's work, projects and key messages to inform national, regional and global reports.

The activities will be carried out under the technical supervision of UN-Habitat in articulation with local authorities.

The consultant will be responsible for completing all courses and training activities that are indicated to him/her by his/her supervisor. The security course BSAFE is required to be accredited during the first month of employment.

The consultant will be responsible for his/her own security, so the person should get familiarized with United Nations security mechanisms and comply with them according to the Framework of Accountability for the United Nations Security Management System.

#### **Travel details**

The consultant must be available to travel to the places related to the activities in the country, if requested by the National Officer for Brazil and/or the International Officer. Travels will be coordinated and financed by UN-Habitat, according to the United Nations travel rules and guidelines.

#### **Outputs/Work Assignment**

The Communications Analyst shall support the planning and implementation of the project's communication activities, together with innovation and advocacy strategies to increase the visibility and awareness of UN-Habitat and the project with local partners, the media and the public.

#### **Knowledge Management**

- The person must know the processes, procedures and norms of UN-Habitat, in order to guarantee an adequate quality of the activities described above, following the standards of the organization.
- The person will propose formats and procedures that allow the efficient implementation of the activities related to the project development.

- The person must know the file of the Office, work with it and ensure its proper maintenance, accessibility for all staff and due updating.
- The person will prepare databases related to the project running.
- The person will make sure that all relevant technical information will be adequately shared with the correspondent staff.
- The person will ensure that all produced material will be fit-for-purpose and delivered, in an organized way, for posterior consultation and use of the Agency.

### **Competencies**

**Professionalism:** Experience working in inter-institutional environment, project management, monitoring-evaluation; approaches and strategies with regard to good urban governance and local and regional development.

**Planning and organization:** Professional approach to work, strong sense of responsibility, operate with minimal supervision; proven organizational skills and ability to manage a workload efficiently and within set deadlines.

**Communication:** Ability to write clearly and effectively; listen to others, interpret messages correctly and respond appropriately; show openness in information sharing and keep everyone informed; solid abstract reasoning skills together with a proven capacity to write documents for diverse audiences.

**Teamwork:** Ability to work with teams, demonstrate leadership, conflict management and consensus facilitation skills; ability to work in a multicultural and multi-ethnic environment, and to respect diversity; sensitivity to the main-streaming of vulnerability; willingness and ability to work in difficult environments.

### **Qualifications**

#### **Academic Qualifications:**

- Bachelor's degree in Communications, Journalism, Public Relations or related field is required, or additional 3 (three) years of relevant experience to the post, beyond the requirement.
- Postgraduate Degree (Lato Sensu or Stricto Sensu) in Communications, Journalism, Urban Studies, Public Policies, Human Rights, Social Sciences, Development Studies or related fields is highly desirable.

#### **Experience:**

- A minimum of four (4) years of relevant experience in professional communications at national or international level in progressively responsible functions;
- Experience with local governments and/or civil society and advocacy initiatives is required;
- Previous experience working in the Brazilian context is required;
- Experience with alternative and participatory digital methodologies is highly desirable;
- Experience in media relations and in managing and producing content for social media is highly desirable;
- Familiarity with and interest in urban issues and urban global agenda of the Organization is desirable;
- Previous experience within the UN System would be an asset.

#### **Skills:**

- Excellent writing and proof-reading skills in Portuguese is required;
- Good computer skills in the Microsoft Office package (Word, Excel and PowerPoint), Microsoft Teams and Google (Gmail, Drive, Docs, Sheets and Forms) is required;

- In-depth knowledge and understanding of social media platforms (Facebook, Twitter, Instagram, YouTube, etc.) is highly desirable;
- Previous experience with the use of softwares such as Adobe package (especially Illustrator, InDesign and Photoshop) is desirable;
- Photography experience and basic skills in video editing and production will be considered a plus;
- Previous experience working with the public sector and NGOs will be considered an asset;
- Experience related to UN and/or any other international agency is an asset.

**Languages:**

- Fluency in Portuguese and English is required. Good command of Spanish is also required.
- English and French are the working languages of the United Nations Secretariat, and Spanish is the working language of the Regional Office.

**Duration**

Six months upon the signature of the contract, with the possibility of renewal.

**Remuneration** (SB-3/3): BRL 6.360,64 (net amount) plus INSS and CIGNA health insurance.

**Notes**

All applications will be treated with the strictest confidence. Due to the volume of applications received, receipt of applications cannot be acknowledged individually. Only short-listed applicants will be contacted.

To submit an Application, please access: <https://forms.gle/hwGADtmt9h2JBuFX9>

Applications must include:

- UN Personal History Form in English (only the form published together with this Terms of Reference will be accepted)
  - CV in English, Spanish or Portuguese

Deadline for applications: **17 April 2024**