



UNITED NATIONS DEVELOPMENT PROGRAMME

Junior Professional Officer Programme (JPO) Chiffre Nr. 2024-1-26

I. Position Information

Title: JPO, Communications Specialist

Agency: United Nations Development Programme (UNDP)

Department: GRO

Bureau: The Bureau of External Relations and Advocacy (BERA)

Country and Duty Station: Germany, Bonn

Duration and Type of Assignment: 2 years with possibility of extension for another year. The extension of appointment is subject to yearly review concerning priorities, availability of funds, and satisfactory performance

Please note that for participants of the JPO-Programme two years work experience are mandatory! Relevant work experience can be counted. In order to assess the eligibility of the candidates, we review the relevant experience acquired after obtaining the first university degree (usually bachelor's degree).

II. Background and Organizational Context

The UNDP Junior Professional Officer (JPO) Programme:

The UNDP (United Nations Development Programme) JPO Programme equips outstanding young leaders with the skills and experience required to advance the Sustainable Development Goals (SDGs) and make a positive difference in the world. As a pathway into the world of development, the programme offers young professionals excellent exposure to multilateral cooperation and sustainable development while providing a valuable entry point into the UN system.

During their assignments, JPOs benefit from the guidance of experienced UNDP staff members and are actively involved in supporting the design and implementation of UNDP's programs within UNDP's headquarters, regional or country offices. Additionally, the JPO will undergo a journey of exposure and growth which will build both personal and professional capacity for a career within the multilateral development sector.

As a JPO and young professional in UNDP you should be interested in pursuing a global career with aspiration to work for a field-based organization in support of the development agenda.

The JPO will work as part of a team and be supervised by an experienced UNDP staff member, including:

- Structured guidance and feedback, especially in the beginning of the assignment, with the purpose of gradually increasing of responsibilities.
- Establishment of a work plan, with clear key results.
- Guidance and advice in relation to learning and training opportunities within the field of expertise.
- Completion of the yearly UNDP Annual Performance Review (APR) including learning and development objectives.

The JPO will benefit from the following learning and development opportunities:

- Participation in a virtual Programme Policy and Operations Induction Course within the first 4 to 6 months of assignment.
- Use of yearly JPO duty-related travel and training allocation (DTTA)
- On-going Masterclasses on relevant and inspiring themes.
- Career development support mechanisms and activities.
- Networking with fellow JPOs, young professionals and senior UNDP colleagues.
- Mentoring programme.
- Other training and learning opportunities.

Organisational context

The Bureau of External Relations and Advocacy (BERA) is responsible for positioning UNDP as the world's leading global development agency, promoting its global authority and thought leadership on sustainable development and the interconnected issues of poverty, inequality, and climate change. BERA leads and supports UNDP in building and nurturing strategic relationships and alliances essential to achieving its mission. Creating strong political and financial backing for UNDP by providing partners and supporters with a clear understanding of what UNDP does and how our mission, capabilities and flagship services relate to them. The Bureau leads UNDP's work on innovative and diversified partnerships and ways of financing the Decade of Action to achieve the Sustainable Development Goals. It is also responsible for global campaigns on critical development issues, which aim to inform government policies and build partnerships around high-impact solutions. BERA coordinates and sets corporate standards across the functions of partnerships, marketing and communications within UNDP and leads on internal communications.

The Bureau of External Relations and Advocacy is positioned around three service lines; Public Partnership; Advocacy, Marketing and Communications; and Private and Finance Partners, all working in close collaboration and coordination under the guidance of the Directorate and with the support of the Management Support Unit and Strategic Analysis and Engagement team.

BERA has a robust network of Representation Offices (Brussels, Copenhagen, Geneva, Tokyo and Washington D.C.) and Regional Teams in five hubs (Africa, Arab States, Asia Pacific, Europe and CIS, and Latin American and the Caribbean) co-led with Regional Bureaux, all of which play a critical role in audience centric communications and management and strengthening of relationships with Public and Private Partners to help build a strong brand for UNDP within the local ecosystem.

In April 2021 UNDP opened a new representation office in Germany. The office is a reflection of the complementary agenda between UNDP and Germany and the shared ambition of supporting country-led efforts to achieve the Sustainable Development Goals through the promotion of democratic governance, poverty eradication, stabilization and conflict prevention in fragile contexts and action on inequalities, climate change and the environment, making for a highly convergent partnership agenda. The Office is expected to deepen the partnership with Germany, increase the visibility of UNDP and its work among German constituents and support UNDP at headquarter, regional and country levels in better positioning with German counterparts.

The office will cultivate, build and nurture strategic relationships including with parliament and its committees, Ministries, KfW, civil society, the private sector, foundations, academia, think tanks and the media.

The Office is located in Bonn with a satellite office set up in Berlin.

The need for a Communications Specialist is essential to raise awareness vis a vis key Government and development partners but also the public at large in regard to UNDP's mandate and results achieved, in particular owing to German core and non-core contributions. The Specialist will capitalize on the presence of SDG Action Campaign and seek opportunities for collaboration where appropriate.

III. Position Purpose

Under the direct supervision of the Deputy Director, the Communications Specialist provides communication support to the GRO by developing and implementing the strategy, tools and materials that highlight and provide visibility to UNDP's mandate and results achieved in Germany.

IV. Key Duties and Accountabilities

Planning and design of external strategies for communications and outreach:

- Develop and finetune communications strategy adapted to the German context and audience based on corporate strategic priorities and plans, in particular BERA External Engagement Plan.
- Liaise closely with the HQ communications team and other RO Communications Specialists to ensure global External Engagement opportunities are leveraged for the German audience, using corporate key messages, campaigns and assets where appropriate.
- Using the corporate External Engagement Plan, identify communications opportunities, including digital communications and media outreach, to promote and position UNDP.

Establishment and management of media relations:

- Ensure management of press relations (newspaper, magazines, online, radio, TV):
- Liaise with German media to increase UNDP visibility, in particular in the context of high level missions and organized events such as launches, campaigns, RT discussions, side events, press conferences, interviews etc..
- Manage, promote and disseminate corporate advocacy materials for launching flagship initiatives and publications such as the Human Development Report.

- Increase overall coverage and understanding of UNDP's work through development and maintenance of media contacts and providing newsworthy information.

Provide content for UNDP's visibility and media activities in Germany:

- Ensure visibility for key events (open house days, report launches, RT discussions, side events, high level missions, etc.).
- Update and increase GRO Knowledge Products (factsheets, posters, banners, etc.).
- Support preparation of GRO quarterly newsletter.
- Support implementation of public awareness campaigns via digital and/or analogue billboards.
- Develop concept for and support implementation of special initiatives such as wandering exhibition.
- Support English/German translation of key documents as needed (press releases, report summaries, publications, etc.).
- Contribute to updates and information requests from Government partners as needed.
- Respond to inquiries for public information materials.
- Contribute to innovative and creative solutions regarding sensitive or corporately strategic public communications issues.
- Advocate and promote UNDP mandate, mission and purpose.

Supervise the design and maintenance of the UNDP web site and UNDP Germany social media presence:

- Regularly manage and update UNDP Germany web site and social networks.
- Prepare content for the web site and social media platforms ensuring consistency and strategic focus of the materials.
- Implement ideas to increase followers on social media (esp. Twitter, LinkedIn).

Facilitation of knowledge building and management:

- Identify and synthesize best practices and lessons learned directly linked to BERA/RO communications goals and activities.
- Contribute to knowledge networks and communities of practice including corporate communications repositories.
- Provide guidance to UNDP staff on communications if needed.

V. Recruitment Qualifications

Education:

Master's Degree in communications, digital communications, public relations, marketing, media relations, journalism, or international relations

Experience, Knowledge and Skills:

- A minimum of two years of paid working experience in a relevant field.
- Demonstrated experience in designing and implementing communication strategies
- Experience in the management of social media platforms (Twitter, LinkedIn)
- Experience in website management

- Experience in conceptualizing and managing the production of printed materials, including detailed reports
- Experience working the press (TV, radio, print)
- Demonstrated experience in developing content that clearly communicates development ideas and experiences for media, web, print production, and audio-visual productions
- Experience supporting launch events and campaign roll-outs
- Competent with office software packages, including PowerPoint, Excel, and basic design software

Language Requirements:

- English (required)
- German (required)

Expected Demonstration of Competencies - Competency Levels:

Achieve Results:

LEVEL 2: Scale up solutions and simplifies processes, balances speed and accuracy in doing work

Think Innovatively:

LEVEL 2: Offer new ideas/open to new approaches, demonstrate systemic/integrated thinking

Learn Continuously

LEVEL 2: Go outside comfort zone, learn from others and support their learning

Adapt with Agility

LEVEL 2: Adapt processes/approaches to new situations, involve others in change process

Act with Determination

LEVEL 2: Able to persevere and deal with multiple sources of pressure simultaneously

Engage and Partner

LEVEL 2: Is facilitator/integrator, bring people together, build/maintain coalitions/partnerships

Enable Diversity and Inclusion

LEVEL 2: Facilitate conversations to bridge differences, considers in decision making

Cross-Functional & Technical competencies

Thematic Area: Communications/ Name Media relations: Ability to build media relations across all aspects of media work including relationships with media and preparing media materials such as messages.

Thematic Area: Communications/ Name Social media management: Ability to represent and promote the UNDP brand in virtual communities and networks.

Thematic Area: Communications/ Name Web and social media analytics: Ability to analyse and interpret data and statistics to measure web and social media performance.

Thematic Area: Communications/ Name Marketing: Ability to communicate the value of a product or service.

Thematic Area: Communications/ Name Writing and Editing: Ability to create and/or edit written content.

Thematic Area: General/ Name Public Relations: Ability to build and maintain an overall positive public image for the organisation, its mandate and its brand, while ensuring that individual campaigns and other communications and advocacy initiatives are supported in reaching the public.

Thematic Area: General/ Name Event planning and execution: Ability to plan, manage and execute of public and private events to ensure that they support and amplify individual communications and advocacy initiatives, as well as UNDP's overall brand and mandate.

VI. Keywords

- Able to deliver quality work by deadlines
- Able to build media relations
- Able to promote UNDP brand in virtual communities
- Able to create/edit written content
- Able to build/maintain overall positive public image for organisation

**Bitte senden Sie Ihre JPO-Bewerbung direkt an das Büro Führungskräfte zu Internationalen Organisationen (BFIO) unter Angabe der Chiffre Nr. 2024-1-26 auf dem Bewerbungsbogen
Alle Informationen finden Sie unter www.bfio.de**