

Terms of Reference Consultant Public Information

Total months: 6 months

Total no. of consultants: 1

Level: National Officer Category: NOC Niveau A

Date of Assignment: 12 April 2011

End of Assignment: 14 October 2011

Duty Station: Dakar

I. BACKGROUND AND JUSTIFICATION

Established in Dakar, the United Nations Office for West Africa (UNOWA) is the first regional conflict prevention and peacebuilding office of the United Nations worldwide. The Office works closely with the Economic Community of West African States (ECOWAS) and other regional partners to tackle challenges affecting peace and security in West Africa. In collaboration with the UN system, the Office promotes a regional approach to address cross-border and cross-cutting issues impacting on the stability of the sub-region such as human rights and democratization; governance and rule of law; security sector reform; unemployment; food security; small arms proliferation; drug and human trafficking.

In performing the Good Offices on behalf of the UN Secretary General, the Special Representative of the UN Secretary-General for West Africa with the support of his team plays a leading role in harmonizing the UN approach to towards peace and stability through conflict prevention- in collaboration with Regional organizations - in West Africa.

The main objective of UNOWA's communication strategy is to raise awareness on the contribution of the UN towards peace and security in West Africa through the promotion of the activities of UNOWA and the Special Representative for West Africa.

In order to achieve this objective, the Public Information Officer is to produce public information materials, organize events and create strategic regional networks to strengthen partnerships with key stakeholders in the field of Public information such as media, regional organizations and the UN system.

II. MAIN DUTIES OF CONSULTANT

Within the framework of the implementation of UNOWA communication strategy and under the supervision of the Public Information Officer, the consultant will:

- Develop background materials for the press kit based on the new mandate by April 2011;
- Develop and produce promotional materials as well as thematic brochures on UNOWA and CNMC activities by June 2011;
- Develop outreach materials and handle the printing of research papers for the conference on Elections and stability (Praia, May 2011) and the conference on Impunity (Dakar, September 2011);
- Advise on the production of a video on Guinea by August 2011 and on the work of CNMC by October 2011.

III. OUTCOMES

The outcomes of the incumbent work will contribute to give more visibility to UNOWA activities contributing towards peace and stability in the sub region. The incumbent will be requested to deliver the outreach materials listed above based on an agreed timetable.

IV. PERFORMANCE INDICATOR

Approval by heads of sections and authorization for publication by the SRSG will constitute performance indicator for each product as well as timely deliverance and quality control.

V. COMPETENCIES

Professionalism:

- Excellent connections with media and relevant service providers in the sub-region;
- Relevant experience with international and regional organizations;
- Excellent organizational, creative and drafting skills.

Planning & organizing – Proven ability to plan & organize own work and that of others.

Communications – Proven ability to write in a clear and concise manner and to communicate orally effectively.

Teamwork – Ability to interact and to establish and maintain effective working relationships both as a team member with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity.

Technology awareness – Good computer skills.

VI. QUALIFICATION

Education: Advanced University Degree in journalism or social communications

Experience: At least 5 years of progressively responsible experience in the field of Public Information in West Africa

Language: Bilingual French and English.

Other Skills: The knowledge of the practices and procedures of UN organizations is an advantage.