



VACANCY ANNOUNCEMENT: UNOWA/HRS/VA/003/14

The United Nations Office for West Africa (UNOWA) is looking for a highly motivated, team player and result oriented person

To serve as: NATIONAL PUBLIC INFORMATION OFFICER

Title Position	National Public Information Officer
Number of posts	01
Type of contract	Fixed Term
Category	NPO (position opened to Senegalese only)
Duty station	Dakar, Senegal
Unit/Section	Public Information Office
Issuing date	28/01/2014
Closing date	11/02/2014

The United Nations Office for West Africa (UNOWA) is entrusted with the overall mandate of enhancing the contributions of the UN towards the achievement of peace and security in West Africa. This includes governance, mainstreaming security sector reform into development strategies, defining an integrated sub regional approach to humanitarian, human rights and gender issues, curbing corruption, poverty alleviation, addressing youth unemployment as well as cross-border illicit trafficking and organized crime. These emerging destabilizing issues can be considered as new threats to security.

Organizational Setting:

The position is opened to **Senegalese** only and located in UNOWA's Public Information Office. The work implies interaction with the following: Senior Public Information Officers and other specialists, and managers within UNOWA and in other UN organizations and missions, translators, designers, printers, heads of sections and units, editors, journalists for international news media, counterparts and mid-level officials in government, non-governmental organizations, businesses, academia and other areas of civil society

Functional Responsibilities: Under the direct supervision of the Public Information Officer the incumbent will be responsible for the following duties:

- Ensures implementation of information programs to publicize priority issues and/or major events, to include drafting information strategies, coordinating efforts, monitoring and reporting on progress, taking appropriate follow-up action, and analyzing the outcome.
- Monitors and analyzes current events, public opinion and press, identifies issues and trends, and advises management on appropriate action/responses.
- Undertakes activities to promote media coverage (e.g. press conferences, interviews, press seminars and other special activities) of priority issues and/or major events, to include development of a media strategy and action plan, initiating pro-active media outreach efforts, proposing and arranging press conferences/media coverage, disseminating materials



and consulting with press on approach/story angle and other information requests, undertaking appropriate follow-up action and analyzing and reporting on the impact of coverage.

- Produces or oversees production of a specific type or types (e.g. print, broadcast, etc.) of information communications products (e.g. press kits, press releases, feature articles, speeches, booklets, brochures, backgrounders, audio-visual materials, radio spot program, etc.), to include proposing topics, undertaking research, determining appropriate medium and target audience, preparing production plans, writing drafts, obtaining clearances and finalizing texts, editing copy, and coordinating design approval, printing procedures and distribution.
- Prepares, on the basis of official UN documentation and other sources, initial drafts of articles or chapters for inclusion in UN newsletters, periodicals, reports and books.
- Initiates and sustains professional relationships with key constituencies.
- Acts as focal point on specific issues, monitoring and reporting on developments, responding to inquiries, etc.
- Participates in selecting the information transmitted to key constituencies.
- Provides guidance to, and may supervise, more junior staff.

Results Expected:

Plans, manages and evaluates public communications campaigns that promote public understanding and media cover of UN activities, events and views on specific topics/issues in accordance with prevailing policy and practices. Originates communications products that most effectively convey desired information/message to targeted audience(s). Builds and facilitates strategic contacts and partnerships to ensure effective public communications

Competencies:

- **Professionalism:** Knowledge of the full range of communications approaches, tools, and methodologies essential to planning and executing effective campaign strategies and programmes, e.g. campaign management, media operations, marketing and promotion, audience outreach, message targeting. Ability to rapidly analyze and integrate diverse information from varied sources. Ability to identify public affairs issues, opportunities and risks in an international environment. Ability to diplomatically handle sensitive situations with target audiences and cultivate productive relationships. Knowledge of relevant internal policies and business activities/issues. Ability to produce a variety of written communications products in a clear, concise style. Ability to deliver oral presentations to various audiences. Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.
- **Communication:** Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify, and exhibits interest in having two-way communication; tailors language, tone, style and format to



match audience; demonstrates openness in sharing information and keeping people informed.

- **Teamwork:** Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.
- **Technological Awareness:** Keeps abreast of available technology; understands applicability and limitation of technology to the work of the office; actively seeks to apply technology to appropriate tasks; shows willingness to learn new technology.
- Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations.

Qualifications:

Education: Advanced university degree (Master's degree or equivalent) in communication, journalism, international relations, public administration or related field. A first-level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree

Experience: A minimum of five years of progressively responsible experience in public information, journalism, international relations, public administration or related area.

Language: Fluency in both English and French (oral and written) is required.

Other: Knowledge of West Africa and experience within a UN Office can be an asset



Application:

This announcement is available on UNOWA: Website: www.unowa.unmissions.org

Applicants meeting the above qualifications are requested to submit the following only:

- **Motivation letter**
- **Completed P-11 form (please note that the P11- Form is available on UNOWA Website)**
- **Copy of Diplomas and Degrees**
- **Certificate of National Identity from Senegalese authorities**

You can send your application by e-mail at unowa-cnmc-hr@un.org or via postal mail at the following address: United Nations Office for West Africa - UNOWA - 23851 Dakar Ponty Senegal by indicating clearly the vacancy number and title of post.

Note: Before applying for the post, we kindly request candidates to carefully review the VA to ensure that they meet the Minimum requirements.

Please note that only short-listed candidates will be contacted.