



Communications and Media Specialist

Job title:	Communications and Media Specialist
Level:	NOC
Position Number:	171869
Location:	Kathmandu, Nepal
Full/Part time:	Full-time
Fixed term/Temporary:	Fixed Term appointment
Duration:	One year (renewable)*

The Position:

The Communications and Media Specialist is responsible for providing strategic advice and leadership to the overall development, management, and execution of UNFPA Country Office external and internal strategic communications and media outreach efforts.

Under the overall guidance of the UNFPA Representative, you will lead and coordinate UNFPA Nepal's communication and media activities with a view to support and advance the UNFPA agenda, to promote public and media outreach, and to facilitate resource mobilization and political support for the International Conference on Population and Development Programme of Action (ICPD PoA) and SDGs.

How you can make a difference:

UNFPA is the United Nations sexual and reproductive health agency, working to a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA's strategic plan focuses on three transformative results: to end preventable maternal deaths; end unmet need for family planning; and end gender-based violence and harmful practices against women and girls.

In a world where fundamental human rights are at risk, we need principled and ethical staff, who embody these international norms and standards, and who will defend them courageously and with full conviction.

UNFPA is seeking candidates that transform, inspire and deliver high impact and sustained results; we need staff who uphold the values enshrined in the United Nations Charter and the Universal Declaration of Human Rights, who are transparent, exceptional in how they manage the resources entrusted to them and who commit to deliver excellence in programme results.

Job Purpose:

Working within a large, diverse and complex Country Office (CO), your work is critical to the Country Office to: position the ICPD PoA in national and federal policy frameworks and demonstrate its cruciality to the achievement of the Sustainable Development Goals; raise the visibility of UNFPA's work and mandate by demonstrating their impact; and expand



partnerships with a range of stakeholders, including government, civil society, the private sector and the media. You will play a vital role in coordinating and leading communication and media activities around key programme priorities in development and humanitarian contexts. You will ensure that substantial programme events, success stories and good practices, along with challenges and gaps that must be addressed, are well documented and communicated in social, broadcast and print media, highlighting the respective roles of government, civil society partners and the donor community. You will establish and maintain close working relationships with senior and other relevant representatives of the media, including editors, reporters and correspondents to generate positive reporting on women's and youth reproductive health, gender, and population and development issues. You will strengthen and support communications and advocacy capacity in the UNFPA Provincial Offices and at local level and amplify the voice and visibility of UNFPA's work to advance the ICPD PoA and its direct contribution to the achievement of the 2030 Agenda for Sustainable Development in Nepal. You will work in close collaboration with other communications and knowledge management staff of the CO; provide technical guidance and support to communications focal points in the UNFPA Provincial Offices, and have a regular working relationship with the Regional Communications Advisor. You will also work in close collaboration with the CO Programme, Humanitarian and Operations teams, staff of other UN Agencies, UNFPA HQ staff (Media and Communications Branch) and Government officials, international and local media, subject matter experts, multilateral and bilateral donors, and civil society organizations, ensuring successful UNFPA communication and media strategy implementation in Nepal.

You will be responsible for:

A. Communication and Media Strategy Development and Implementation

- Leads the development and updating of UNFPA's Communication and Media Strategy and activities, with particular attention on promoting and projecting UNFPA's brand and image accurately and effectively;
- Oversees the implementation of the approved Communication and Media Strategy and its activities for the Nepal CO;
- Identifies communications activities and develop storylines for publications and articles on crucial Nepal CO programmatic areas, in development and humanitarian contexts, in close collaboration with concerned staff and implementing partners;
- Oversees content and design of all communications collaterals developed in the Nepal CO including at sub-national level;
- Oversees all communications - print, digital, broadcast - developed by UNFPA and ensure it aligns with UNFPA's overall vision, and liaises with implementing partners and vendors to ensure communication and media products meet UNFPA standards;
- Liaises with the UNFPA Media and Communications Branch at UNFPA Headquarters and the UNFPA Asia Pacific Regional Office to keep the Nepal CO communications work aligned with UNFPA's regional and global communications efforts;
- Works closely with the thematic teams and the Monitoring and Evaluation Team to ensure that scientific and official data substantiates all Nepal CO communications.



B. Increasing visibility of UNFPA Programmes

- Works closely with relevant technical specialists to draft speeches, talking points, opinion editorials and other communications materials for the Representative; prepares the Representative for media interviews as necessary;
- Develops and nurtures relationships with journalists and media houses across traditional and non-traditional news platforms to amplify and raise UNFPA's visibility;
- Oversees the monitoring of relevant news media to identify trends in coverage priorities to position UNFPA media outreach effectively;
- Creates and manages a risk communications strategy for the Nepal CO, in tandem with the CO Communication and Media Strategy, to help anticipate and respond to sensitive issues and potential flashpoints related to our mandate;
- Oversees the updating and maintenance of UNFPA Nepal's website and other relevant digital media platforms within the wider context of UNFPA corporate online technology, with support from UNFPA Headquarters;
- Creates, promotes and contributes to campaigns for local, regional and international media that positions UNFPA and influences the reflection of thematic areas based on the current Nepal CO programme and humanitarian response interventions;
- Supports and advises programme teams and staff based in Kathmandu and at sub-national level on communication and media activities, including ideating and developing innovative communication campaigns that will amplify and popularize UNFPA Nepal's work and mission in Nepal.

C. Networking and Partnerships

- Participates in the UN inter-agency Communications Group and promotes UN joint initiatives led by the Office of the Resident Coordinator;
- Establishes cooperation with communication counterparts in other agencies and among other development partners to create synergies. Proactively works to forge a strong "Delivering as One" UN image through publicizing the significance of local UN reform efforts, joint programmes, and common services;
- Develops and maintain media contacts providing newsworthy information to the public and donors to increase coverage and understanding of UNFPA's work in the country while ensuring coherence in public information activities and messages;
- Pursues innovative ways to maintain and create new partnerships with government, development partners, donors, and private sector in communications-related areas;
- Cooperates with all staff within the UNFPA CO to garner support for all communication and media-related requirements.

D. Advocacy and Resource Mobilization Support

- Assists CO advocacy efforts through creative material for the ICPD agenda with national institutions and other UN agencies represented at the national level;
- Supports the development and dissemination of UNFPA CO advocacy materials and publications including good practices and stories from our programme communities;
- Develops and implements a communication plan for each donor funded programme/project and ensures all donor-funded activities received high visibility in accordance with the donor agreements and their branding guidelines;



- Contributes to resource mobilization efforts through effective positioning and highlighting of programme activities and results related to UNFPA's mandate in media and other forums, with attention to leveraging programme support and resources from traditional and non-traditional sources.

E. Knowledge Management:

- Guides and cooperates with the Nepal CO staff to support the integration of media and communication through their respective programme and operations areas;
- Collaborates with M&E Team and contributes to design, lay-out of donors reports and CO Annual Report, among other publications;
- Organizes and facilitates training sessions to improve and increase communication and media skills and capacities of relevant Nepal CO staff.

Qualifications and Experience

Education:

Advanced Degree in the field of Media/Communications, Journalism, Public Relations, or equivalent professional experience in the communications areas, combined with an Advanced Degree in a relevant discipline.

Knowledge and Experience:

- At least five years of increasingly responsible professional experience at the national or international level in media/communications, journalism, public relations, political science or development work in a relevant discipline;
- Substantive knowledge and practical experience in communication strategy development, including demonstrated expertise implementing visibility communications or media projects;
- Strong media contacts and proven success pitching stories to media outlets;
- Knowledge and expertise in UNFPA mandate areas a distinct advantage;
- Excellent research and writing skills, with experience writing reports, newsletters, and programme updates;
- Excellent understanding of web production, social media, and multimedia tools;
- Intimate knowledge and ease of navigation of traditional and new digital and social media;
- Excellent interpersonal and communication skills;
- Demonstrated team player in an international team environment;
- Prior experience in the multilateral system is an asset but is not mandatory.

Languages:

Fluency in English and Nepali (both oral and written) is required. Other UN languages are an asset.



Required Competencies

<p>Values:</p> <ul style="list-style-type: none"> • Exemplifying integrity, • Demonstrating commitment to UNFPA and the UN system, • Embracing cultural diversity, • Embracing change 	<p>Functional Skillset</p> <ul style="list-style-type: none"> ● Leading global advocacy for organizational priorities ● Creating visibility for the organization ● Mobilizing resources
<p>Core Competencies:</p> <ul style="list-style-type: none"> • Achieving results, • Being accountable, • Developing and applying professional expertise/business acumen, • Thinking analytically and strategically, • Working in teams/managing ourselves and our relationships, • Communicating for impact 	<p>Managerial Competencies</p> <ul style="list-style-type: none"> ● Engage internal/external partners, ● Lead, develop and empower people, create impact a culture of performance ● Making decisions and exercising judgment

Compensation and Benefits:

This position offers an attractive remuneration package including a competitive net salary plus annual leave, health insurance and other benefits as applicable.

**No expectancy of renewal in accordance with UN Staff Regulations 4.5*

Disclaimer

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In accordance with the Staff Regulations and Rules of the United Nations, persons applying to posts in the international Professional category, who hold permanent resident status in a country other than their country of nationality, may be required to renounce such status upon their appointment.