

## Job Description

Job Title	Strategic Communications and Advocacy Analyst - NOB, Colombo
Job ID	41789
Location	Asia and Pacific
Full/Part Time	Full-Time
Regular/Temporary	Regular

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### Role Specification

#### Job Purpose:

Under overall supervision and guidance of the UNFPA Representative, the Strategic Communications and Advocacy Analyst manages the conceptualization, planning, coordination, implementation, monitoring and evaluation of the all communications and advocacy activities and Social and Behaviour Change Communication (SBCC) initiatives of the UNFPA Sri Lanka country office. This comprises critical functional areas of the UNFPA country office in the areas of communications for impact, social and behavioural change (SBCC); communication for development (C4D); and advocacy (with a focus on strategic and policy-related advocacy). He/she acts as strategic advisor to the Country Office leadership in the areas mentioned.

The Strategic Communications and Advocacy Analyst is the focal point for media and communication activities in the country office. He/she provides substantive inputs to media, communication and advocacy aspects of project formulation, planning and implementation. He/she works collaboratively with programme staff in the country office and with regional and headquarters communication and media specialists in UNFPA and other agencies.

### Background Information

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PLEASE NOTE THAT THIS VACANCY IS OPEN ONLY TO NATIONALS OF SRI LANKA.

Deadline for application: 29 May 2022, 12:00Hrs - Mid-Night New York time (UTC/GMT -4 hours).

Duration: One year renewable (\*)

Duty Station: Colombo, Sri Lanka

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

### Organizational Setting

UNFPA is the lead UN agency for delivering 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.

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 are transparent, exceptional in how they manage the resources entrusted to them and who commit to deliver excellence in programme results.

### Main Tasks & Responsibilities

#### The Position:

This is a national staff position, and only Sri Lankan nationals will be considered.

The Strategic Communication and Advocacy Analyst provides high-level professional communications and advocacy support services, including support to SBCC and C4D initiatives, to the Country Office (CO). You will contribute your expertise to facilitate effective delivery of UNFPA country programme, which aims to realize the 2030 Agenda for Sustainable Development in order to make a positive difference in lives of millions of people. Participating in inter-agency coordination, you will foster a collaborative, client-oriented approach towards the UNFPA CO team, UNFPA Implementing Partners and UN community, as well as other development partners, supporting effective communication and cooperation with Regional Office (RO) and Headquarters (HQ).

#### You would be responsible for:

Specifically, the Strategic Communications and Advocacy Analyst:

- Oversees effective communications of the UNFPA Country Office, including managing the Communications Team.
- Develop, formulate and facilitate the implementation of the C4D strategy and plan of action for advocacy and social and behavioural change ensuring effective programme delivery.
- Develop innovative ways of communicating for impact and for social and behavioural change (SBCC), focusing on cutting-edge digital multimedia and print materials.
- Supports UNFPA in preparing, producing and distributing communications materials and products:
  - Supports the preparation of the country office annual report process.
  - Identifies and maintains a set of briefing notes/fact sheets on UNFPA and the UNFPA programme in Sri Lanka; uses information collected through programme monitoring and reporting and inputs from programme staff, ensures regular updates.
  - Identifies and develops human-interest stories, and disseminated through different channels including photo-stories, documentaries on UNFPA interventions, etc.
  - With input from relevant staff in the office, prepares talking points and speeches for the Representative.
  - With input from relevant staff in the office, prepares press releases for issue by the country office to national media.
  - Reviews and edits communication materials prepared by other staff to ensure high quality from a communications point of view, e.g. fundraising proposals, donor reports, fact sheets and knowledge assets.
  - Oversees production/printing of communications materials and publications (print or electronic/digital); oversees qualitative aspects of production, e.g. translation, layouts and graphic design.
  - Manages and maintain the country office website and the UNFPA page on the UNCT website; gathers, prepares, edits, presents and updates online contents; maintains emails group for alerting audiences of contents update; liaises with multimedia/web team in UNFPA headquarters to ensure compliance with UNFPA policies for web site structure, format, content, updates and usage.
- Acts as focal point for media and communications in the country office:
- Represents UNFPA in, and actively contributes to, the UN Communication Group.
- Serves as focal point vis-à-vis UNFPA media units' in regional and HQ level.
- Develops and maintains close collaboration with national media and other relevant organizations and groups including communications focal points of implementing partners.
- Monitors and documents media coverage of UNFPA and UNFPA related issues in the national print and electronic media and brings to the attention of UNFPA management and relevant colleagues; maintains a repository of media pieces; prepares quarterly/annual reports to UNFPA management.
- Serves as the main event planner and organizer in the country office of UNFPA advocacy events such as launch of the State of the World Population Report and World Population Day, donor meetings, visits from UNFPA Regional Office and HQ, and other key events or visits.
- Working closely with UNFPA management and relevant staff, prepares detailed events plans and checklist to ensure well-coordinated and successful implementation.
- Provides support to/handles logistic and administrative arrangements.
- Ensures preparation and/or packaging of necessary background and promotional materials.
- Ensures branding of UNFPA support to partners (posters, plaques).
- Ensures publications, other documents and UNFPA annual work plans are appropriately branded, edited for quality, and UNFPA copyright is ensured; prepares summaries of UNFPA reports and publications that communicate the contents to non-technical people/general public for use in dissemination and advocacy.
- Helps with identification and dissemination of knowledge asset and best practices in the UNFPA programme; supports programme staff in development of them.
- Develop and manage the UNFPA country office library (electronic and physical) on a regular basis; screens incoming publications for the library and ensures circulation among relevant staff; ensures periodic review and disposal.
- Oversees distribution of publications, materials and visibility items, including from UNFPA headquarters and regional office; maintains distribution lists and ensures approval by UNFPA management.
- Maintains a physical/electronic repository for UNFPA-supported publications and other materials produced under the UNFPA programme, e.g. research reports, training manuals and IEC materials.
- Maintains documentation centre for press releases and clippings relevant to UNFPA, as well as photographic and audio-visual materials; develops and maintains a photo database.
- Manages and coordinates planning and implementation of key UNFPA advocacy events;
- Works closely with programme officers and other relevant staff, supports branding, advocacy and communication efforts under UNFPA annual work plans;
- Oversees and manages country office documentation repository;
- Perform any other duties as required by the UNFPA Representative.

#### Expected Outputs

- Measurable positive social change in sexual and reproductive health and gender equality as well as strengthened national population data capcity, achieved through an innovative communications approach of the UNFPA Country Office with a focus on SBCC and C4D.
- New opportunities to use policy-related advocacy strategies to achieve the three zeros (Zero unmet need for family planning, zero maternal death and zero gender-based violence and harmful practices) in Sri Lanka.
- Increased visibility of the UNFPA Sri Lanka as a partner of choice for improving sexual and reproductive health and achieving gender equality in Sri Lanka.

### Qualifications and Experience

#### Academic Requirements:

- Master's Degree** or equivalent in communication, public relations, marketing, social and behavioral science, sociology, anthropology, psychology, public health, education, development studies, or other related discipline, **with at least 2 years of relevant work experience**, or
- Bachelor's degree** in communication, public relations, marketing, social and behavioral science, sociology, anthropology, psychology, public health, education, development studies, or other related discipline, **with at least 4 years of relevant work experience** may be considered in-lieu of the Master's degree.

#### Experience and other requirements:

- Relevant professional experience preferably in communication, print and broadcast media with a focus on development, health or gender promotion, or public advocacy, after completion of the degree, in an international and/or large organization. Number of years required as given under Academic Requirements.
- Familiarity with UN procedures and working methods, particularly with UNFPA's policies and procedures is desirable.
- Familiarity with the Programme of Action of the 1994 International Conference on Population and Development (ICPD) and thematic areas of UNFPA's mandate is an asset.
- Experience in social media is highly desirable.

#### Languages

- Full proficiency in English, including excellent writing and communication skills, with working knowledge of Sinhala and/or Tamil.

#### Computer skills

- Proficiency in current office software applications including Excel, Word and Power Point.
- Familiarity with design software, such as Adobe Creative Cloud, is an asset

### Required Competencies

#### Values:

- Exemplifying integrity
- Demonstrating commitment to UNFPA and the UN system
- Embracing diversity in all its forms
- Embracing change

#### Core Competencies:

- 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

#### Corporate Competencies:

##### Values

- Integrity/Commitment to mandate: Acts in accordance with UN/UNFPA values and holds himself/herself accountable for actions taken. Demonstrates personal commitment to UNFPA's mandate and to the organizational vision.
- Knowledge sharing/Continuous learning: Takes responsibility for personal learning and career development and actively seeks opportunities to learn through formal and informal means. Learns from others inside and outside the organization adopting best practices created by others. Actively produces and disseminates new knowledge.
- Valuing diversity: Demonstrates an international outlook, appreciates differences in values and learns from cultural diversity. Takes actions appropriate to the religious and cultural context and shows respect, tact and consideration for cultural differences. Observes and inquires to understand the perspectives of others and continually examines his/her own biases and behaviours.

#### Managing Relationships

- Working in teams: Works collaboratively with colleagues inside and outside of UNFPA to allow the achievement of common goals and shared objectives. Actively seeks resolution of disagreements and supports the decisions of the team.
- Communicating information and Ideas: Delivers oral and written information in a timely, effective and easily understood manner. Participates in meetings and group discussions actively listening and sharing information. Frankly expresses ideas with the intent to resolve issues, considers what others have to say and responds appropriately to criticism.
- Conflict and self-management: Manages personal reactions by remaining calm, composed and patient even when under stress or during a crisis and avoids engaging in unproductive conflict. Expresses disagreement in constructive ways that focus on the issue not the person. Tolerates conditions of uncertainty or ambiguity and continues to work productively.

#### Working with People

- Empowerment/Developing people/Performance management: Integrates himself/herself into the work unit seeking opportunities to originate action and actively contributing to achieving results with other members of the team. Knows his/her limitations and strength, welcomes constructive criticism and feedback and gives honest and contractive feedback to colleagues and supervisors. Seeks new challenges and assignments and exhibits a desire to learn. Accepts responsibility for personal performance, participating in individual work planning and objective setting, seeking feedback and acting to improve performance continuously.

#### Personal Leadership and Effectiveness

- Analytical and strategic thinking: Uses appropriate analytical tools and logic to gather, define and analyse information, situations and problems and draws logical conclusions from data. Demonstrates an ability to set clear and appropriate priorities focusing on tasks and activities, which have a strategic impact on results. Anticipates and meets information needs of the team and other stakeholders.
- Results orientation/Commitment to excellence: Strives to achieve high personal standard of excellence. Takes action that goes beyond responding to the obvious needs of the situation and persists until successful outcomes are achieved.
- Appropriate and transparent decision-making: Makes timely and appropriate decisions taking into consideration various and complex issues and takes responsibility for the impact of decisions.

#### Functional Competencies:

- Creating visibility for the organization: Ensuring that UNFPA has the visibility and corporate image it requires as the key agency in population and development, reproductive health including HIV/AIDS and gender issues. Moves from research and analysis to developing organizational 'messages' and projects, to formulating strategy for creation of the image, and providing authoritative guidance on the corporate image to be projected.
- Global leadership and advocacy for ICPD goals: Building the effectiveness with which UNFPA exercises global leadership and advocacy for ICPD goals. Moves from preparing information for global advocacy to the creation of messages and strategies, to influencing national initiatives and providing conceptual leadership for national advocacy.
- Promoting organizational learning and knowledge sharing: Providing learning and knowledge sharing opportunities to assist the continuous development of all staff of UNFPA. Moves from basic research and analysis to the development of innovative tools and mechanisms, to developing policies and innovative approaches, through promoting an organizational culture that values learning and knowledge sharing.
- Innovation and marketing of new approaches: Enhances existing processes and products. Documents and analyses innovative strategies, best practices and new approaches. Adapts quickly to change.
- Organizational awareness: Understanding, building and using formal and informal systems and contacts in a complex organizational and global environment in order to get results. Moves from an ability to use organizational services and assist others in doing so, to applying systemic thinking and applying judgment, to building support and, finally, demonstrating political acumen.
- Job knowledge/Technical expertise: Demonstrating and applying professional and/or technical expertise/knowledge of the post or discipline. Focusing on the knowledge and skill areas necessary to perform the job role effectively. Identifying and seeking to expand knowledge and improve work processes.

### Compensation and Benefits

UNFPA offers a challengin work environment, and learning and development opportunities. This position offers an attractive remuneration package including a competitive salary, health insurance and other benefits applicable for Sri Lanka.

A rough estimate can be obtained from here

- <https://info.undp.org/gssu/onetools/SalCalcLocal/SalCalcLocal.aspx>

#### Closing Statement

- Please ensure to customize your application for the position, by providing all the job-relevant information. Make sure all the required information are provided, and the motivation statement and the experiences are providing adequate information to assess your expertise.
- All applications must be submitted only through the online application portal given herewith. You can later re-visit the application on the portal.
- We do not accept any hard copy applications, applications sent by email, facebook, LinkedIn or any via other media.
- Please keep a copy of the application and Job Description saved, for future reference.
- We thank all the applicants, however, only the short-listed applications will be acknowledged / contacted due to the high volume of applications receveid.

#### Disclaimer

#### Important applicant information

All posts in the General Service and National Officer categories are subject to local recruitment. This is a national staff position, and only Sri Lankan nationals will be considered.

#### Applicant information about UNFPA rosters

Note: UNFPA reserves the right to select one or more candidates from this vacancy announcement. We may also retain applications and consider candidates applying to this post for other similar positions with UNFPA at the same grade level and with similar job description, experience and educational requirements.

#### Workforce diversity

UNFPA is committed to achieving diversity within its workforce, and encourages all qualified applicants, irrespective of gender, nationality, disabilities, sexual orientation, culture, religious and ethnic backgrounds to apply. All applications will be treated in the strictest confidence.

#### Scam warning

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