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Job Description

2201657

Communication Analyst

Posting Date : 21/Jun/2022

Closure Date : 06/Jul/2022, 3:29:00 AM

Organizational Unit: FASRL

Job Type : Non-staff opportunities

Type of Requisition: PSA (Personal Services Agreement)

Grade Level: N/A

Primary Location : Sri Lanka-Colombo

Duration: 11 months (with the possibility of extension)

Post Number: N/A

FAO seeks gender, geographical and linguistic diversity in its staff and international consultants in order to best serve FAO Members in all regions.

- FAO is committed to achieving workforce diversity in terms of gender, nationality, background and culture
- Qualified female applicants, qualified nationals of non-and under-represented Members and person with disabilities are encouraged to apply
- Everyone who works for FAO is required to adhere to the highest standards of integrity and professional conduct, and to uphold FAO's values
- FAO, as a Specialized Agency of the United Nations, has a zero-tolerance policy for conduct that is incompatible with its status, objectives and mandate, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination
- All selected candidates will undergo rigorous reference and background checks
- All applications will be treated with the strictest confidentiality
- FAO staff are subject to the authority of the Director-General, who may assign them to any of the activities or offices of the Organization.

Organizational Setting

FAO is the recognized leader in the fight to eradicate hunger and rural poverty and in the promotion of agriculture, fisheries and livestock while promoting sustainable management of the environment and natural resources for the benefit of communities and rural people. One of FAO's corporate goals is to increase visibility of the good work being done at country and regional level in Asia and the Pacific. While the Regional Office for Asia and the Pacific (RAP) has dedicated staff to help achieve this goal, dedicated

Specialists in media outreach at country-level are required to increase visibility in national vernacular media and beyond.

Reporting Lines

Under the overall supervision of the FAO Representative (FAOR), the Communication Analyst will be under the direct supervision of the AFAOR (Administration), with regular consultation with, and functional reporting to, the FAO Regional Communication Officer in Bangkok, Thailand to ensure corporate communication standards and coherence.

Technical Focus

The overall objective of the incumbent is to support the FAO Representation's work and FAO's regional priorities. By contributing to the positioning and improved visibility of that work through mass media and other approaches (with a target audience of constituents, donors and general public), the incumbent will promote a corporate image of the FAO as an open/accessible, multidisciplinary institution, providing valuable technical expertise and value for money in all its efforts, and capable of rapid responses and actions in support of its constituents and donors.

Tasks and responsibilities

In regular consultation and coordination with the Regional Communication Officer, RAP, and in close collaboration with Office of Communication (OCC) branches and focal points, the incumbent will:

- Design and implement a Communication Work Plan for the Representation, to support the new 2023-27 Country Programming Framework (CPF) of Sri Lanka and Maldives.
- Support communication activities of the Representation by preparing talking points, arranging photo coverage, drafting press releases and Op-Eds and disseminating news through press contacts, management of interviews and/or press conferences;
- Create a series of promotional materials in both English and vernacular and sub-edit such materials (and others) as assigned by the FAOR
- Strengthen the national media database, and further develop and foster media contacts in Sri Lanka and Maldives;
- Proactively engage TV and print journalists, for publicizing FAO work in-country, including projects;
- Maintain regular consultation on outreach activities with regional communication officer;
- Prepare and submit articles about FAO projects in Sri Lanka and Maldives for publication in the "IN ACTION" section of the FAO website;
- Coordinate the creation of infographics and other visual and graphical presentations for different target audiences;
- Support the strengthening of FAO relations and public visibility, as well as FAO relations with other multilateral, national development partners, institutions, donors, governments in Sri Lanka and Maldives;
- Increase the number of good photos from the work of the Representation and submit them to the Office of Corporate Communication (OCC) for inclusion in the corporate photo database;
- Coordinate with the communication team from Resident Coordinators Office (RCO) as well as other UN Agencies in Sri Lanka and Maldives.
- Update the website of the Representation with the press releases generated by the Representation and/or submitted by the Regional Office and other relevant information such as events, projects, etc;
- Effectively manage and promote FAO Sri Lanka and Maldives social media platforms through regular posts and tweets.
- Track and log all media reports involving the FAO at country level and send report to both the FAOR and RAP Communication Officer for Senior Officers Media Initiative (SOMI) notification;
- Any other task assigned by FAOR.
- Liaison with the OCC will be maintained, either directly or through an agreed focal point/coordinator, to ensure compliance with OCC standards, appropriate review and clearance processes.
- All communication materials will follow FAO clearance processes and comply with FAO standards, including:

- **FAOSTYLE** (English: <https://www.fao.org/3/cb8081en/cb8081en.pdf>; French: <https://www.fao.org/3/AC339FR/ac339fr.pdf>; Spanish: <https://www.fao.org/3/ac339s/ac339s.pdf>; Arabic: <https://www.fao.org/3/ac339a/ac339a.pdf>; Chinese: <https://www.fao.org/3/ac339c/ac339c.pdf>);
- **FAO terminology** <http://www.fao.org/faoterm>;
- **FAO Names Of Countries** <https://www.fao.org/nocs/en>;
- **Story guidelines** http://intranet.fao.org/fileadmin/user_upload/occ/Quick_Guides/UPDATED-Digital-Storytelling-Guide-EN-FINAL.pdf;
- **Story template** http://intranet.fao.org/fileadmin/user_upload/occ/Quick_Guides/FAO-Stories-Template-UPDATED.pdf;
- **UN map standards** (available to staff);
- **FAO Brand and policy book** (available to staff).

Further guidance regarding FAO communications, policies and procedures can be found through the FAO intranet, OCC section.

CANDIDATES WILL BE ASSESSED AGAINST THE FOLLOWING

Minimum Requirements

- University degree in media, journalism, communications, social sciences or related field.
- At least 5 years of relevant experience in communications and advocacy, general news reporting and newsgathering and/or writing for a national or international news outlet.
- Working knowledge (level C) of English and working knowledge of Sinhala/Tamil
- National or resident of Sri Lanka

FAO Core Competencies

- Results Focus
- Teamwork
- Communication
- Building Effective Relationships
- Knowledge Sharing and Continuous Improvement

Selection Criteria

- Ability to work in a team and independently with minimal supervision and to tight deadlines
- Ability to originate and pursue new ideas.
- Ability to identify newsworthy stories and events in a timely manner.
- Ability to structure and draft content of a variety of communication documents and materials, including video, in English
- Ability to coordinate the production of visibility materials and events
- Ability to convey complex and technical information to a wide and varied audience, in a simple and concise manner.
- Prior experience working for a UN organization will be considered an asset.

Please note that all candidates should adhere to *FAO Values of Commitment to FAO, Respect for All and Integrity and Transparency*.

ADDITIONAL INFORMATION

- FAO does not charge a fee at any stage of the recruitment process (application, interview meeting, processing).
- Incomplete applications will not be considered. If you need help or have queries, please contact: Careers@fao.org
- Applications received after the closing date will not be accepted.
- Only language proficiency certificates from UN accredited external providers and/or FAO language official examinations (LPE, ILE, LRT) will be accepted as proof of the level of knowledge of languages indicated in the online applications.
- For other issues, visit the FAO employment website: <http://www.fao.org/employment/home/en/>
- Appointment will be subject to certification that the candidate is medically fit for appointment, accreditation, any residency or visa requirements, and security clearances.

HOW TO APPLY

- To apply, visit the recruitment website at [Jobs at FAO](#) and complete your online profile. We strongly recommend that your profile is accurate, complete and includes your employment records, academic qualifications, and language skills
- Candidates are requested to attach a letter of motivation to the online profile
- Once your profile is completed, please apply, and submit your application
- Please note that FAO only considers higher educational qualifications obtained from an institution accredited/recognized in the World Higher Education Database (WHED), a list updated by the International Association of Universities (IAU) / United Nations Educational, Scientific and Cultural Organization (UNESCO). The list can be accessed at <http://www.whed.net/>
- Candidates may be requested to provide performance assessments and authorization to conduct verification checks of past and present work, character, education, military and police records to ascertain any and all information which may be pertinent to the employment qualifications
- Incomplete applications will not be considered
- Personal information provided on your application may be shared within FAO and with other companies acting on FAO's behalf to provide employment support services such as pre-screening of applications, assessment tests, background checks and other related services. You will be asked to provide your consent before submitting your application. You may withdraw consent at any time, by withdrawing your application, in such case FAO will no longer be able to consider your application
- Only applications received through the FAO recruitment portal will be considered
- Your application will be screened based on the information provided in your online profile
- We encourage applicants to submit the application well before the deadline date.

If you need help, or have queries, please contact: Careers@fao.org

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