



Food and Agriculture Organization of the United Nations
National Consultant

Vacancy Announcement No: VA- PSA-COMMUNICATION -2014

Issued on: 29 September 2014

FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

Professional Vacancy Announcement No: VA- PSA-COMMUNICATION -2014

Deadline For Application: 10 October 2014
Position Title National Media and Communication Consultant
Duty Station Beijing, China
Duration 11 months (on when-actually-employed basis 7 days per month)
Organizational Unit FAO Representation in China

General Description of task(s) and objectives to be achieved

FAO, as a dynamic and renewed organization, 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 in need.

One of the 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 (National Media and Communication Consultants) are required to increase visibility in national vernacular media (and beyond).

The National Media and Communication Consultant (MCC) will be under the direct supervision of, and report directly to, the FAO Representative, in coordination with regular consultation and functional reporting to the FAO Regional Communication Officer in Bangkok, Thailand.

The overall objective of the MCC is to support the FAO Representation's work and regional priorities. By contributing to the positioning and improved visibility of that work, through mass media and other outreach, and 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 capable of rapid responses and actions in support of its constituents and donors.

Specifically, and in line with the corporate communication policies and plans, the consultant will:

- Design and implement a Communication Work Plan for the Representation, in support of the agreed Country Programming Framework (CPF), Regional Objectives and the United Nations Development Assistance Framework (UNDAF) for the respective country(ies);
- Support and mobilize resources to implement public communication activities of the Representation in compliance with the Resource Mobilization Strategy of the Representation: by preparing talking points, arranging photo coverage, drafting press releases and disseminating news through press contacts, management of interviews and/or press conferences;

- Proactively seek out good beneficiary feature story possibilities for TV and Print journalists, based upon the good practices of FAO Technical Cooperation work in-country;
- Maintain regular consultation on outreach activities with regional communication officer;
- Prepare and submit articles about FAO projects in the country for publication in the “IN ACTION” section of the FAO website, distribute to the development partners and general public and translate into Chinese if necessary;
- Support the strengthening of FAO media relations and public visibility, as well as FAO relations with other multilateral, national development partners, institutions, donors, governments, non-government organizations (NGOs), civil society organizations (CSOs), academia and the general public;
- Create or improve a national media database;
- Increase the number of good photos from the work of the Representation and submit them to OCC for inclusion in the corporate photo database;
- Update the website of 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 and manage other online campaigns through social media platforms;
- Track and log all media reports involving the FAO at country level and send report to both FAO Representative and RAP Communication Officer for SOMI notification;
- Identify training requirements in communications, and develop and implement a training programme for the staff of the Representation to support the sustainability of the communications initiatives;
- Other required activities in order to fulfill the visibility objectives as requested by the Representative;

KEY PERFORMANCE INDICATORS

- Mapping of FAO work in country and identification of newsworthy activities to pursue within a workplan completed.
- Appropriate communication support to training and information materials from FAO projects confirmed.
- Preparation and follow up of the Communication Work Plan in projects prioritized by the FAO-R in support of the Field Programme (CPF in support of the UNDAF) and FAO regional priorities;
- FAO country webpage updated regularly with country and regional news;
- Information on FAO interventions (status, results, and achievements) shared at national, regional and local level, also with beneficiary communities, partners and donors.
- FAO participation in various working groups in different sectors of communication: public (central government, regional and local governments), private (media and civil society), agencies of the United Nations and regional initiatives (e.g. participation in the UNCWG)
- Monthly report about representation appearances in local media elaborated and sent to the Regional Office and regular updates/consultations by email/phone/Skype of activities to Regional Communication Officer
- Press releases about all public communication activities prepared and disseminated.
- Manage at least one interview and/or articles and/or media initiatives per month with local media (press, radio or TV) to disseminate the Representation work.
- Create and/or update the national/regional media database including press contacts, international institutions and organizations interested in receiving information from the FAO.
- Media taken to project sites to interview FAO beneficiaries
- Staff training to support communications strategy undertaken.

Qualification Requirements

The incumbent must have a degree in journalism, communications, public relations or other relevant post-secondary qualification. A minimum five years of experience in working with media in-country is required as is an established contact list of media.

An excellent command of English is required as are proven writing and reporting skills, the ability to operate under pressure and good interpersonal skills.

Considerable experience in general news field reporting, newsgathering and/or writing for a major national or international news outlet will be a distinct advantage. The position may well suit a retired or semi-retired individual who is well established within the media environment of the country.

This vacancy is open to male and female candidates. Applications from qualified women candidates are encouraged

Please note only short-listed candidates will be contacted for interview.

Send your application with your PHF to:

Assistant FAORep. (Admin)

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Please quote our no: VA- PSA-COMMUNICATION -2014

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