



FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

Terms of Reference for Consultant/PSA

Number:	OCC-2013-web		
Job Title:	Information and Communication Specialist		
Division/Department:	Office for Communications, Partnerships and Advocacy		
Programme/Project Number:	Internet and Internal Communications		
Location:	Rome, Italy		
Expected Start Date of Assignment:	September 2013	Duration:	Until 31 December 2013
GENERAL DESCRIPTION OF TASK(S) AND OBJECTIVES TO BE ACHIEVED			
<p>Under the overall guidance of the Chief, Internet and Internal Communications, and the direct supervision of the Information and Communication Officer, the incumbent contributes to the Organization's internet presence by leading the development and maintenance of sections of the corporate website. In particular, the incumbent will:</p> <ul style="list-style-type: none"> • Lead the maintenance and update of sections of the corporate website, including the identification of content, its conversion to the appropriate presentation for the web and its organization and navigation; • Keep the OCP social media team informed of updates and propose suitable postings for social media channels; • Liaise with content owners to ensure that there is a continuous flow of updated content to the relevant webpages; • Coordinate the translation of the new webpages into the other required FAO languages, ensuring alignment of all the language versions; • Monitor the timeliness and relevance of information provided on the webpages; • Edit and summarize technical content and enrich it for web presentation via the incorporation of links to existing sections of the corporate website; • Plan and organize the implementation of appropriate metadata to aid in site indexing and improved searchability. • In coordination with the IT division, oversee the development tasks for new sections of the corporate website and functionalities for the existing sections; • Define workflows for content management and best practices, procedures, and guidelines for website development and maintenance; • Create images and graphics, and adapt text for communications in a format suitable for both print (high-resolution) and web-based (low-resolution) delivery; • Perform other duties as required. • The consultant will be required to travel on behalf of the Organization and perform tasks in the capacity of representing OCC, FAO to internal and external stakeholders. 			
KEY PERFORMANCE INDICATORS			
Expected Outputs:		Required Completion Date:	
1. Content and metadata of corporate websites prepared and updated in all languages.		1. Monthly summaries.	
2. Guidelines for website development and maintenance prepared, incl. workflows and procedures		2. Quarterly report on progress	
3. Corporate website news sections and new functionalities implemented.		3. Monthly summaries.	
4. Preparation of promotional materials on as required basis.		4. As required basis.	
5. Corporate web analytics (activity and user) reported.		5. Monthly reports	
6. Proposals as a result of the log analysis and user behaviour.		6. Quarterly reports	

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REQUIRED COMPETENCIES			
<ul style="list-style-type: none"> • University degree in languages, international relations, communications, journalism, information or a related field. • Five or more years of relevant experience in the field of communication, including experience in the preparation and dissemination of information on websites and social media channels. • Working knowledge of English, French or Spanish and limited knowledge of one of the other two or Arabic, Chinese or Russian. 			
SELECTION CRITERIA			
<ol style="list-style-type: none"> 1. Extent of experience in information management, communications and web publishing. 2. Extent of experience and knowledge of TYPO3 content management system 3. Knowledge and experience using graphic design tools 4. Extent of experience in preparing promotional materials, writing and/or adapting technical materials for web dissemination. 5. Quality of writing skills, diplomacy and ability to deal with complex situations. 6. Capacity to work independently as well as in a team. 7. Extent of experience in information and communication in large organizations 8. Depth of knowledge of the United Nations and FAO's mission, values and goals 			
HOW TO APPLY			
<p>For guidelines to applicants, please visit the Application Toolkit at: http://www.fao.org/employment/current-vacancies/consultants/en/.</p> <p>Send your application to:</p> <p>Internet and Internal Communications Office for Corporate Communication (OCC) Internal-Communications@fao.org</p> <p>DEADLINE: 20 August 2013</p>			