



Issued on: 28 October 2010

Deadline For Application: 23 December 2010

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<b>POSITION TITLE:</b>	<b>Coordinator (World Food Day/Advocacy Activities)</b>	<b>GRADE LEVEL:</b>	<b>P-5</b>
<b>ORGANIZATIONAL UNIT:</b>	<b>Office of the ADG/Director, OCED</b> Office of Corporate Communications and External Relations, OCE	<b>DUTY STATION:</b>	<b>Rome</b>
		<b>DURATION *:</b>	<b>Fixed term: 3 years</b>
		<b>POST CODE/N°:</b>	
		<b>CCOG CODE:</b>	<b>1A08</b>

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**Applications from qualified women as well as from qualified nationals of non-and under-represented member countries are encouraged**

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#### DUTIES AND RESPONSIBILITIES

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The Office of Corporate Communications and External Relations aims to deliver a cutting-edge communication and partnerships programme that supports FAO's work and mandate.

Under the general direction of the ADG/Director, OCE, the incumbent will be responsible for the conceptualization, planning, implementation, monitoring and evaluation of an advocacy and communication strategy to promote the annual World Food Day (WFD) and other outreach campaigns including fund-raising events as well as the Goodwill Ambassador (GWA) programme. In particular, will:

- develop and implement an annual communication strategy to ensure that FAO's corporate messages, through the WFD, are disseminated to as wide an audience possible; prepare proposed themes for the consideration of the Director-General;
- develop an extensive international network of private sector partners, including the entertainment and advertising industry, media and public relations specialists, to direct and produce Goodwill Ambassador/celebrity-supported events world-wide for awareness and fund raising;
- strengthen the capacity of FAO's decentralized offices, country-level focal points, including CSOs/NGOs, private sector organizations and national alliances in generating public interest in FAO's issues by ensuring appropriate access to up-to-date information, facilitating photo coverage and TV footage, and utilizing both web-based and traditional media outreach;
- supervise GWA activities including awareness/fund raising campaigns, high profile public events, media covered field missions, television shows, public service announcements (TV spots), feature press stories, briefings, development of the GWA website etc.
- develop normative guidelines for participation and involvement in WFD and related activities;
- coordinate, in collaboration with relevant FAO units, the development of material for WFD/TFD events in order to avoid potential overlapping of activities;
- supervise the preparation of proposals and agreements with partner organizations as needed and develop on-line fund-raising capability;
- engage international/national personalities' participation and organize special events and activities in order to support FAO's goals and generate public support for special events;
- raise awareness on WFD issues and outreach activities with other Rome-based agencies with a view to including them in their key programme processes;
- provide leadership and coordination to staff involved in WFD/other special initiatives and campaigns;
- perform other related duties as required.

#### MINIMUM REQUIREMENTS

*Candidates should meet the following:*

- Advanced University Degree in Communication, Public Relations, Social Sciences or related field
- Ten years of relevant experience in the coordination of advocacy and/or awareness-raising activities which included exposure to the UN system
- Working knowledge of English, French or Spanish and limited knowledge of one of the other two

#### SELECTION CRITERIA

*Candidates will be assessed against the following:*

- Extent and relevance of experience related to coordination of advocacy work and/or awareness-raising activities
- Demonstrated interpersonal communication, negotiation and liaison skills
- Quality of leadership and supervisory skills
- Demonstrated ability to coordinate complex and multiple tasks and prioritize work outputs
- Demonstrated negotiation skills
- Proven fund-raising skills
- Depth of knowledge of the UN System

*Please note that all candidates should possess computer/word processing skills and should be capable of working with people of different national and cultural backgrounds.*

*\* The length of appointment for internal FAO candidates will be established in accordance with applicable policies pertaining to the extension of appointments*

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#### REMUNERATION

A competitive compensation and benefits package is offered. For information on UN salaries, allowances and benefits, click on the following link: <http://icsc.un.org/>

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#### TO APPLY: Carefully read and follow the **Guidelines to applicants**

Send your application to:

V.A 2457-OCE  
Office of the ADG/OCE (OCED)

FAO Viale delle Terme di Caracalla 00153 Rome ITALY  
Fax No: +39 06 57053210  
E-mail: OCE-VA@fao.org

Please note that FAO staff members are international civil servants subject to the authority of the Director-General and may be assigned to any activities or office of the organization.

