



FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

Terms of Reference for Consultant ☒/PSA ☐

Minimum number of years of relevant experience required: 1yr ☐ 5yrs ☒ 12+yrs ☐

Job Title: Communication Advisor

Division/Department: AGAH

Programme/Project Number:

Location: Rome, FAO headquarters with International Travel

Expected Start Date of Assignment: June 2014

Duration: 6 months

Reports to: *Name: Juan Lubroth*

Title: Chief Veterinary Officer, AGAH

GENERAL DESCRIPTION OF TASK(S) AND OBJECTIVES TO BE ACHIEVED

Within the framework of the FAO Emergency Centre for Transboundary Animal Diseases (ECTAD) and under the technical supervision of the Animal Health Service (AGAH) and direct supervision of the FAO Chief Veterinary Officer, and in collaboration with the international coordinator for H7N9, the incumbent will assist AGAH in communication issues with a specific focus on 1. AGAH corporate communication; 2. H7N9-related communication; and 3. Awareness and fundraising.

1. Manage and service AGAH corporate communication

- Develop communication messages in coordination with AGAH senior officers.
- Develop and review prepared messages for website, press releases, and other public information.
- Develop communication objectives in coordination with FAO management
- Identify potential communication channels (e.g. web, print, video, events) to leverage refined messages.
- Explore opportunities to extend outreach of FAO's animal health service activities and animal health threats on web or social media.
- Liaise with Information Management Officer and AGA publication unit for web and publications initiatives.
- Identify key activities messages and disseminate via social media (e.g. FAOAnimalHealth Twitter, other).
- Provide communication and facilitation support where possible to AGAH or ECTAD initiatives at HQ and field level.
- Provide oversight and guidance for FAO Animal Health risk communication efforts.

2. Service avian influenza communication needs

- Review risk communication messages along with lead technical officers on avian influenza, especially H7N9.
- Generate new and practical messages adapted to the H7N9 risk communication context.
- Assist with internal updates on H7N9.
- Review technical documents or guidelines related to H7N9 and other influenza threats.
- Provide communication support to the global TCP on H7N9, including training on risk communication at designated workshops.

3. Contribute to AGAH awareness and fundraising efforts

- Prepare communication messages/packages targeting specific donors and priority themes/geographical interests.
- Contribute to and edit project proposals.

4. Any other duties as required

KEY PERFORMANCE INDICATORS

Expected outputs:

- News stories developed and published
- VPH website update
- Develop One Health website content (including updates, links with environmental health and animal/human health); links with other One Health initiatives
- Coordinate, develop, edit information and advocacy publications
- H7N9 updates reviewed on a weekly basis or as needed
- H7N9 FAQs reviewed on a monthly basis or as needed
- At least 4 technical documents or guidelines related to H7N9 reviewed

Required Completion Date:

- One every two weeks (general public)
- Once per month
- By end August 2014
- Two principal projects (Review of ECTAD; One Health outlook); and three targeted messages (TBD)
- Ongoing
- Ongoing
- 30 November 2014

QUALIFICATIONS AND EXPERIENCE

- Advanced university degree or relevant, equivalent experience in development communication, communication research, and policy advocacy.
- 5-6 years professional experience in the broad area of communication for development, including at least 2-3 years experience in risk communication.
- Experience in working with UN agencies and/or international agencies on policy advocacy, strategic communication, partnership building and social mobilization is highly desirable.
- Expertise in the design and development of health and development-related messages, as well as substantial experience in working with the media through innovative and creative projects. Thorough understanding of participatory approaches and community-based interventions.
- Technical/analytical expertise and experience in strategic communication planning, and coordinating/managing communication initiatives.
- Experience in the design and delivery of communication training and capacity-building interventions with government counterparts.
- International experience in policy advocacy initiatives with political, business and civil-society leadership.
- Experience in collaborative work and direct professional relationships with partners such as international/bilateral donor agencies.

Languages: Fluent in English; knowledge in either French or Spanish.

HOW TO APPLY

Interested applicants are required to create an online Personal Profile form (PPF) in iRecruitment. To create the PPF, please follow the instructions available at:

http://www.fao.org/fileadmin/user_upload/Employment/docs/Applying_to_Consultancy_Vacancies_at_FAO.pdf

The PPF along with a cover letter should be sent via email to:

VA-Communication-ECTAD-AGAH@fao.org

Please write as subject: Application communication advisor ECTAD-AGAH

Deadline for applications: 6 June 2014

Applications received after the closing date will not be given consideration. Only short-listed candidates will be contacted.