



Food and Agriculture Organization  
of the United Nations

## CALL FOR EXPRESSIONS OF INTEREST

Job Title: National Consultant for Communication and Public Relations

Contract duration: 20 days (NTE: 31 December 2016)

Upon satisfactory performance with the further extension for 40 days until 31 December 2017

Duty Station: Ankara, Turkey

Vacancy No. IRC3517

Deadline for Applications: 19 August 2016

### Tasks and responsibilities:

#### Purpose of the assignment

Under overall supervision of the FAO Sub-regional Coordinator for Central Asia and FAO Representative in Turkey, technical guidance of the Lead Technical Officer (LTO), supervision of/in close coordination with the Chief Technical Advisor, in regular contact with the FAO-SEC / FAO-Turkey Communication Specialist, and under the overall professional guidance of the Senior Communication Officer for Europe and Central Asia, and in close cooperation with the National Project Coordinator, project team (Operations team, consultants and government staff), Central Finance and Contracts Unit (CFCU) and Delegation of the European Union to Turkey, the **National Consultant for Communication and Public Relations** will perform the following tasks (including frequent travel to project sites):

- Prepare a **communication strategy** targeting stakeholders in the project area, partner institutions, decision-makers at ministry level and general public;
- Prepare an **action plan** in which communication targets and the ways to implement them are indicated in break-down style with clear completion dates.
- Research and identify human interest stories to **write and edit content** and develop press releases within tight timeframes for online platforms and local and national media;
- Work with **local media** partners at the project site to promote the project and raise awareness on the recommended agricultural activities related to the project, develop a local media list for wide coverage of the news releases;
- **Draft** information materials (fact-sheets, leaflets, advisories, press kits) that can be understood by the public, farmers and partners;
- **Create** innovative and inspiring ways of telling project achievements and project's key messages;
- Work proactively with the **FAO project and communication team** to identify opportunities for capturing and sharing knowledge, and disseminating information about major progress and results;
- Communicate with project stakeholders on development and results of the project;
- Provide communication support in organizing project activities including workshops, trainings, closing ceremonies;
- Ensure timely finalization of clearance processes for all communication materials in line with EU visibility guidelines with FAO communication team, Ministry of Food, Agriculture and Livestock, EU Delegation and CFCU.

- **Supervise video and photography production** for capturing the project results, complying with FAO technical specifications and in consultation with FAO Photo Editor and FAO Video Unit.
- Coordinate audio-visual documentation of the project highlights including field activity and interviews with key beneficiaries and project experts.
- All video footage and / or photography shot remain the exclusive property of FAO. All native footage and edits (including an international 'clean' version) and relative shot-lists and scripts should be sent on a hard-drive to FAO Video Unit at HQ once post-production is completed, for storage in the FAO Video Archive, where it will be made available for future use by FAO, broadcasters and / or external film-makers.
- To facilitate that all necessary measures/actions will be taken to ensure the visibility of FAO, the European Union and the Republic of Turkey. All visibility actions will be carried out in accordance with the General Conditions (ANNEX II - General Conditions PA Grant of Delegation Agreements, Article 8). The actions on visibility of the Project will follow the Communication and Visibility Manual for EU External Actions in addition to the FAO Rules on visibility and production of communication materials and related publications.
- Create feed for social media channels during the implementation of major events of the project.
- Note taking and reporting as needed.

<b>Expected Outputs:</b>	<b>Required Completion Date:</b>
- Production of a communication strategy and implementation of the related action plan;	- Within one month after start of assignment, and throughout the assignment
Media advocacy: Produce content for a variety of audiences for outreach materials as part of the communication plan;	- Throughout the assignment
- Support and supervise national project communications: Effective coordination of visibility events for capturing highlights of the project in an innovative and creative way;	- Throughout the assignment

## **Candidates should meet the following requirements:**

### **Minimum Requirements**

- Advanced university degree in communication, media relations, journalism;
- Minimum 5 years of working experience in PR, communication, design and public awareness concepts;
- Experience in conceptualizing and managing production of printed materials;
- Excellent English and Turkish writing skills;
- Working knowledge of English (C Level);
- Experience working with social media;
- Previous experience and familiarity with graphics and publications layout (Adobe Indesign, Photoshop);
- Experience in working on the issues like climate change, environment and agriculture is desirable.

### **Selection criteria**

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

## **Payment Arrangements**

- Payment in instalments based on deliverables

## **Additional Information**

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

All candidates should adhere to FAO values of Commitment to FAO, Respect for All and Integrity and Transparency.

## **How to apply**

All applications are to be made through FAO's [iRecruitment](#) system. Click on the link below to access [iRecruitment](#), complete your online profile and apply for this Call for Expression of Interest.

<http://www.fao.org/employment/irecruitment-access/en/>

In order for your application to be properly evaluated, please ensure that all sections of your iRecruitment account are completed. Incomplete applications will not be evaluated.

If you need help, or have queries, please contact: [iRecruitment@fao.org](mailto:iRecruitment@fao.org)