



Issued on: 16 October 2017

Deadline For Application: 30 October 2017

**JOB TITLE:** Outreach and Communication Specialist

**TYPE OF CONTRACT:** Consultant or PSA

**DUTY STATION:** Rome, Italy

**ORGANIZATIONAL UNIT:** OUTREACH AND PROMOTIONS BRANCH (OCCO)  
OFFICE FOR CORPORATE COMMUNICATION (OCC)

**DURATION:** 6-11 months

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

**Qualified female applicants and qualified nationals of non-and under-represented member countries are encouraged to apply.**

**Persons with disabilities are equally encouraged to apply.**

**All applications will be treated with the strictest confidence.**

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## Organizational Setting

The Office for Corporate Communication (OCC) is responsible for all corporate and internal communication activities of the Organization. It ensures coherence and consistency in FAO's corporate messaging and communications' outputs, as well as enables cost-effectiveness in use of communication-related resources across the Organization

## Reporting Lines

The Outreach and Communication Specialist reports to the Senior Communication Officer, OCCO.

## Technical Focus

Outreach, external and media relations, exhibitions, special events, international campaigns

## Tasks and responsibilities

- Identify opportunities and develop communication and outreach strategies for the preparation and organization of outreach activities including special high-level corporate events, international expositions, exhibits, and global campaigns such as World Food Day, that aim at advancing the messages and communication priorities of the Organization, and implement related outreach activities in collaboration with other OCC branches, HQ technical departments and FAO decentralised offices;
- Coordinate the FAO Awards including the launch or call for nominations, selection process, production of communication products and related awards ceremonies, and define ways to give greater visibility to the Organization and awardees by attracting greater media interest;
- Coordinate and further develop a programme for visits to FAO headquarters by schools, universities and young professionals, and organise open days with the public, in collaboration with external partners and relevant FAO divisions;
- Coordinate the preparation of promotional multimedia material for the above outreach activities and global campaigns, such as World Food Day, in several languages (brochures, video spots, websites, press releases, etc.) and supervise implementation of related outreach initiatives by other OCC branches and with external partners;
- Prepare content and information materials, including learning resources, for global distribution to diverse audiences, particularly the general public and youth, by translating technical content into clear and focused messages aimed at achieving a high impact;
- Support the conceptualisation and implementation of corporate social marketing campaigns in support of resource mobilization initiatives with member countries and other partners.
- Provide strategic advice and support to Regional Offices and FAO Representations, particularly communications officers and focal points, and develop communications toolkits to improve their capacity to arrange local campaigns and events in their regions/countries;
- Write/prepare official communications including speeches, speaking points or video messages for the UN Secretary-General, FAO Director-General and senior FAO staff, notes for the Cabinet, and high-level correspondence;
- Oversee, in collaboration with colleagues, all aspects of special field visits involving partners, celebrities and media, in the context of OCC's outreach activities;
- Interact with governments, civil society organizations, the private sector, research institutions/academia, the media and the general public to develop partnerships and/or new forms of collaboration for awareness raising and/or outreach activities;
- Coordinate and ensure appropriate handling of day-to-day interactions with external partners for outreach activities;
- Represent the branch in relevant meetings within FAO, and on occasion represent the Organization in discussions and negotiations with partners and potential partner institutions;
- Liaise with LEG and other concerned units on the development of new actions and partnership agreements (cooperation agreements, privacy policy, data protection policy, etc);
- Perform other related duties as required.

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## CANDIDATES WILL BE ASSESSED AGAINST THE FOLLOWING

### Minimum Requirements

- Advanced university degree (for consultants)/university degree (for PSA) in communication, social science, journalism, political science or a related field
- One year (for Category C Consultant/PSA) or five years (for Category B Consultant/PSA) of relevant experience in outreach, exhibitions, special events and/or campaigns
- For Consultants, working knowledge (Level C) of English, French or Spanish and limited knowledge (Level B) of one of the other two or Arabic, Chinese, Russian
- For PSAs, working knowledge (Level C) of one of FAO's official languages. Level B of another official language is desirable.

### FAO Core Competencies

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

### Selection Criteria

- Extent and relevance of experience in supporting outreach activities for prominent UN organizations and/or inter-agency initiatives, particularly at the international level (including global campaigns, international exhibitions, special events, awards, social marketing, sponsorship arrangements, others)
- Extent and relevance of experience in coordinating special events, exhibitions, and campaigns at international level, as well as the production of content for different external audiences (UN agencies, stakeholders, public and private partners and the general public), especially in areas relevant to FAO's mandate
- Understanding of FAO policies and programmes is considered a strong asset
- Experience with World Food Day (WFD) outreach activities is considered a strong asset

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Please note that all candidates should adhere to *FAO Values of Commitment to FAO, Respect for All and Integrity and Transparency*.

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### ADDITIONAL INFORMATION

- FAO does not charge a fee at any stage of the recruitment process (application, interview meeting, processing).
- Incomplete applications will not be considered. If you need help, or have queries, please contact: [iRecruitment@fao.org](mailto:iRecruitment@fao.org)
- Applications received after the closing date will not be accepted.
- Only language proficiency certificates from UN accredited external providers and/or FAO language official examinations (LPE, ILE, LRT) will be accepted as proof of the level of knowledge of languages indicated in the online applications.
- For other issues, visit the FAO employment website: <http://www.fao.org/employment/home/en/>

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### HOW TO APPLY

To apply, visit the iRecruitment website at <http://www.fao.org/employment/irecruitment-access/en/> and complete your online profile. Only applications received through iRecruitment will be considered.

Candidates are requested to attach a letter of motivation to the online profile.

Vacancies will be removed from iRecruitment at 23:59 Central European Time (CET) on the deadline for applications date. We encourage applicants to submit the application well before the deadline date.

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

**FAO IS A NON-SMOKING ENVIRONMENT**