



## FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS

### Terms of Reference for Consultant X / PSA ☐

Minimum number of years of relevant experience required: 1yr ☐ 5yrs ☒ 7 +yrs ☐

<b>Job Title:</b> Communication Consultant	
<b>Division/Department:</b> FAO Representation in Sudan	
<b>Programme/Project Number:</b>	
<b>Location:</b> Khartoum, Sudan	
<b>Expected Start Date of Assignment:</b> April 2015	<b>Duration:</b> 6 Months (renewable)
<b>Reports to: Name:</b> Mr Abdi Jama	<b>Title:</b> FAO Representative to Sudan

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

Under the direct supervision of the FAO Representative and in close coordination with the Deputy FAO Representative and the Regional Communication Officer, the Communications/Outreach Consultant shall contribute to strengthen FAO's communication functions and outreach in Sudan. His/her support shall ensure an effective presence in the media of the FAO as a dynamic and renewed organization that works to strengthen food security and to promote agriculture, fisheries, livestock and the sustainable management of natural resources to the benefit of communities and rural people in need.

More specifically the consultant will:

- Update and implement a National Communication Plan in line with FAO Corporate Communication Policy and Strategy;
- Strengthen and maintain effective and close partnership with national and international media to ensure adequate coverage of FAO activities;
- Create media opportunities focusing on FAO programmes in Sudan and monitor media coverage;
- Organize Press Conferences, media briefings and interviews with technical and project officers;
- Develop and distribute, in coordination with the Regional Communication Officer, press releases;
- Maintain and update information on the FAO Sudan website;
- Turn project/programme reports into effective communication tools to be used with selected target audiences (Government, Donors, Media);
- Produce communication products in line with corporate messages (e.g. Q&A, briefs, leaflets, posters, brochures, presentations, etc.);
- Support communications and visibility of events organized by or in collaboration with the FAO (preparation of talking points, speeches, photo coverage, etc);
- Ensure adequate documentation of ongoing projects through field visits, stories, photographs and audio-visual materials;
- Support technical officers and senior management in the preparation of presentations, interviews, programs and FAO documents;
- Regularly report to the Regional Communication Officer on the state of communication activities in Sudan;
- Any other task needed in support of the regional communication and adequate responding to the needs of the organization.

#### MINIMUM REQUIREMENTS

- Masters degree in communications, journalism, political/social science or related fields;
- At least five years of relevant experience in the field of communications and media relations, including experience in formulation, management and monitoring of communication plans and/or experience in the preparation and dissemination of communications and promotion materials;
- Excellent command of English and Arabic (speaking and writing skills).

#### SELECTION CRITERIA

Candidates will be assessed against the following:

- Level, extent and relevance of proven experience in the field of communication and media relations;

- Excellent communication skills both in writing and orally;
- Analytical and conceptual abilities;
- Extent and knowledge of and contacts with media in Sudan and experience in interacting with journalists;
- Extent of knowledge of FAO and its programmes and priorities in Sudan; familiarity with the UN system;
- Excellent judgment, initiative, high sense of responsibility, tact and discretion and ability to drive high quality output within the necessary timeframe.

#### **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/employment/irecruitment-access/en/>

The PPF should be sent via e-mail to:

Raffaella Rucci  
[raffaella.rucci@fao.org](mailto:raffaella.rucci@fao.org)

#### **Deadline for application: 31 March 2015**

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