



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 ☐

Job Title: Communication Consultant			
Division/Department: Regional Office for the Near East and North Africa (Cairo)			
Programme/Project Number:			
Location: Regional Office for the Near East and North Africa (Cairo)			
Expected Start Date of Assignment:		Duration:	December 2014 11 Months (renewable)
Reports to:	Name:	OuldAhmed, Mr Abdessalam	Title: Communication Officer

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

Under the direct supervision of the Assistant Director-General and Regional Representative for the Near East and North Africa, and under the technical guidance of the Office for Corporate Communication (OCC), the incumbent will be responsible for the development and management of the FAO communication function (strategy, campaigns and media relations in the North Africa and Near East Region). More specifically the incumbent will:

Managerial duties

- Manage the RNE Communication Unit and supervise its performance
- Follow-up the implementation of the regional communication strategy and its yearly update
- Plan and supervise the Communications Unit's work;
- Assess the work of the Unit's members and provide concrete feedback on their performance;

Communications activities

- Be responsible for the development and preparation of press releases, web articles, pamphlets, brochures and other communication materials and arrange for their production, issuance and distribution to enhance the visibility of activities of the Organization in the Region;
- Closely monitor media releases, op-eds and other key communication outputs from FAO HQs to ensure that agreed corporate messaging is reflected in RNE press releases, webpages, social media, etc.;
- Ensure that the language of communication products is adapted to a wide range of audiences in internal and external environments;
- Build and maintain close relations with national and international media representatives in the Region, including print and broadcast media; arrange timely responses to specific media enquiries and provide them with information regarding FAO in the Region;
- Prepare and facilitate press conferences, media briefings and interviews for FAO management and staff as well as media visits to FAO projects;
- Ensure a complete review and monitoring of regional print, broadcast and on-line media coverage of FAO and report on issues of interest and importance to the Organization;
- Act as regional focal point for FAO corporate outreach and promotion campaigns and initiatives;
- Control the timely production of news clippings;
- Contribute to the timely and quality update of the RNE website.

MINIMUM REQUIREMENTS

- Master's 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 knowledge of English and Arabic (speaking and writing skills) and a limited knowledge of French

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 the Region and experience in interacting with journalists;
- Extent of knowledge of FAO and its programmes and priorities; 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@fao.org

Deadline for application: 15 November 2014

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