



## **Senior Communication Adviser, L-5**

**DEADLINE FOR APPLICATIONS:** 3 September 2003  
**DATE OF ISSUANCE:** 20 August 2003  
**ORGANIZATIONAL UNIT:** Economic Commission for Africa  
**DUTY STATION:** Addis Ababa  
**VACANCY ANNOUNCEMENT NUMBER:** ECAcommL-5

**REMUNERATION:** Depending on professional background, experience, and family situation, a competitive compensation and benefits package is offered.

**United Nations Core Values: Integrity, Professionalism, Respect for Diversity**

### **RESPONSIBILITIES:**

Under the overall supervision of the Director, Office of Planning and Programme Coordination, the Senior Communication Adviser will serve as principal technical adviser in the context of ECA's effort to mainstream communication, focusing on strengthening ECA communication strategies, tools, products and activities, with the following specific advisory functions:

1. Provide ongoing technical advice to the ECA Broadcasting for Development strategy, working closely with the cluster leader and team to advise on strategy, ensure the availability of resources, build partnerships and manage relationships with African broadcasters, and serve as executive producer of flagship radio, TV and video programming.
2. Provide ongoing technical advice to ECA's Multimedia and Web Development strategy, working closely with the cluster leader and team to review the current strategy, redesign the external ECA web presence, put in place a coherent architecture and content management strategy, design and implement a web marketing strategy, develop new forms of content as well as applications for their delivery, design and implement interactive electronic discussions, ensure the availability of resources, and coordinate technical inputs.
3. Provide ongoing technical advice to ECA's Information and Communication activities, including the implementing media, policy and strategic communication activities aimed at different ECA stakeholders, designing, financing and implementing issues-based capacity building programmes for African media practitioners and other communicators. This includes collaborating closely on the drafting of articles and op-ed pieces for internal ECA publications as well as major African and international newspapers, electronic media and other external media.
4. Liaise with and foster collaborative working relations with the Office of the Executive Secretary, senior programme managers, divisional Communication Officers and programme staff to ensure optimal co-ordination of the publishing, dissemination and marketing of manuscripts of ECA flagship publications, working papers, briefing papers, policy position papers, and other published outputs, including reports and proceedings of major ECA conferences, forums and symposia;
5. Provide strategic as well as day-to-day advice on change management processes as related to the normative work of the Communication Section, OPC, and its four clusters – Broadcasting; Information and Communication; Multimedia and Web Development; and Editing and Publications.
6. Advise on the preparation of the corporate Communication work programme, ensuring that communication activities are adequately budgeted for and factored into upstream programme development. This includes earmarking major ECA events, processes and outputs and ensuring that communication strategies are developed for each, and coordinating with a network of Communication Officers based in the substantive ECA divisions.

7. Provide technical assistance and advice on the implementation of the corporate ECA communication work programme, emphasizing timeliness, relevance and quality with a view to enhancing ECA's policy impact. This involves advising on production of publications, websites, CD-ROMs and other value-added products; launching, marketing and disseminating outputs, including conventional and recurring conferences and forums; and advice on soliciting client feedback for quality control purposes to ensure systematic, client-focused future planning.
8. Conceptualize and develop strategies to present ECA programme outputs in diverse product forms (the web, on CD-ROM, for broadcast and print media, etc) for dissemination to different target audiences, and advise divisional Communication Officers on how best to establish news value and packaging of relevant material for internal and external communication.
9. Develop strategies and tools to improve monitoring of the impact of ECA's communication work at regional as well as country level, and prepare regular impact assessment reports and briefings for the Executive Secretary, Director of OPC, and other senior staff.
10. Perform other functions as required by the Director of OPC.

**CORE COMPETENCIES:**

*Judgement/Decision-making:* Mature judgement and initiative, imagination and resourcefulness, energy and tact; proven ability to provide strategic direction, to plan and establish priorities, and to ensure an effective work structure to maximize productivity and achieve goals. *Client orientation:* Ability to identify client needs and propose appropriate solutions, and establish and maintain effective relationships with outside collaborators and other contacts. *Teamwork:* Good interpersonal skills; demonstrated ability to work in a multicultural, multi-ethnic environments and to maintain effective working relations with people of different national and cultural backgrounds. Ability to gain assistance of others in a team endeavour.

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**QUALIFICATIONS**

**EDUCATION:**

University degree in the fields of communication, journalism, or in a related specialty, such as economics, development studies, political science, sociology or social anthropology, especially when combined with communication or journalism. Relevant media awards an advantage.

**EXPERIENCE:**

Extensive and progressively responsible experience in the practice of development communication at the national and/or international level required, including significant and demonstrable experience in broadcasting, multimedia and web development and marketing, and the design and implementation of interactive electronic discussion. Experience in the application of policy communication, media communication, strategic communication and other communication disciplines required. Demonstrated professional experience in product development, logical, clear, concise and persuasive writing skills, advanced editing and editorial skills, and packaging and re-purposing for diverse target audiences required. Experience in project development, fund-raising, project management and training required. Knowledge of African socio-economic development issues preferred.

**LANGUAGES:**

English and French are the working languages of the United Nations Secretariat. For the post advertised, fluency in oral and written English is required. Working knowledge of French is highly desirable. Knowledge of another official UN language is an advantage.

**The United Nations shall place no restrictions on the eligibility of men and women to participate in any capacity and under conditions of equality in its principal and subsidiary organs. (Charter of the United Nations – Chapter 3, article 8).** The United Nations Secretariat is a Non-smoking Environment. English and French are the two official working languages of the United Nations.

## **APPLICATION INSTRUCTIONS FOR ECA EMPLOYMENT**

Please provide all the information requested in these Guidelines. **INCOMPLETE OR LATE APPLICATIONS WILL NOT BE ACCEPTED.**

### **A. Cover Letter (1 page limit)**

1. Indicate the Vacancy Announcement number and the title of the position for which you are applying.
2. In a concise statement, describe why you consider yourself qualified for the particular position for which you are applying and match your background to the duties and responsibilities of the post and the specific requirements as stipulated in the Vacancy Announcement including professional experience, education and training, skills, and competencies.
3. In the last paragraph, indicate if any of your relatives (by blood or by marriage) are currently employed by a public international organization, including the UN. If so provide the name of the person(s), the relationship to you, and the name of the organization.
4. Also in the last paragraph, indicate any restrictions that should be taken into account in connection with your prospective employment with the UN.

### **B. Curriculum Vitae (CV) or Resume (five page limit)**

#### **1. Personal Data**

- Name (First, Last, Middle initial) and Gender
- Mailing Address including city, state, country and postal code
- Telephone and fax numbers, including country and city code
- E-mail address
- Date of Birth
- Nationality (if more than one, list all)

#### **2. Education**

- In reverse chronological order, list your degree(s) and diplomas, the major areas of study, the dates on which they were conferred and the names and locations of the institutions.
- In reverse chronological order, list other relevant training, the dates and the names and locations of the institutions.
- List credentials and certifications [i.e., Certified Public Accountant(CPA)].

#### **3. Professional Skills and Expertise**

- List fields of expertise (i.e., Economics, Engineering, Human Resources, Finance, Auditing, Law)
- Indicate computer skills (both software and hardware).

#### **4. Relevant Work Experience**

- In reverse chronological order, provide an overview of your full-time employment including dates, your title, employer, type of organization, location, major responsibilities, accomplishments, and beginning and ending salary.
- In reverse chronological order, provide an overview of your consulting and/or short-term including dates, your title, employer (note if UN-related), type of organization, location, major responsibilities (note management/supervisory experience), accomplishments, and salary.

## 5. Publications

- Provide a list of relevant publications indicating title, type of publication (i.e., book, magazine, journal, thesis), your contribution (i.e., sole author, chapter contributor), and date of publication.

## 6. Languages

- For mother tongue, indicate level of proficiency for speaking, writing and reading (Fluent or Full Working Knowledge or Minimal Working Knowledge).
- For other languages, indicate level of proficiency for speaking, writing and reading (Fluent or Full Working Knowledge or Minimal Working Knowledge).

## 7. References

- List your last three supervisors and provide their current telephone and fax numbers, e-mail addresses, and mailing addresses.
- If self-employed, provide the names of three professional colleagues who know your work.

## 8. Additional Requirements

- Ensure that the following statement is included and signed at the end of your CV/resume: "I certify that all information stated in this CV/resume is true and complete to the best of my knowledge. I authorize the United Nations to verify the information provided in this CV/resume."

## C. Instructions for Sending Applications

- All applications will be stored electronically. Therefore ***all cover letters and CV/resumes must be typed (by computer or by typewriter)***, using 12 point standard fonts, preferably Arial or Times New Roman, and avoiding shading.
- Applications must be sent (preferably) by email to "ecarecruit@uneca.org" or by fax to (251-1) 51-8489. ***Applications received elsewhere or by third parties will not be accepted.***
- If sending electronically, include the cover letter and CV/resume as attached documents in Microsoft Word, WordPerfect or ASCII.
- If sending by fax, ensure that the cover letter and CV/resume are typed and submitted on white, standard size paper (A4 or 8 1/2 x 11) with clear contrasting text.
- Send one complete application, including cover letter and CV/resume, for each position for which you apply. Ensure that the Vacancy Announcement number and the title of the position are stated in the cover letter.
- Acknowledgement of receipt of application will be sent. Further communication will be sent only to those external candidates under serious consideration and will be transmitted either by return e-mail or by fax, depending on how the application was sent to ECA.

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**PLEASE NOTE THAT APPLICATIONS RECEIVED AFTER THE DEADLINE WILL NOT BE ACCEPTED.**

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