

## TERMS OF REFERENCE

### Junior Professional Officers (JPO)

#### I. General Information:

Title:	Associate Expert (Marketing and Communication Officer)
Sector of Assignment:	Fundraising, Marketing, Communication
Country:	Occupied Palestinian Territory (PAPP)
Location (city):	Jerusalem
Agency:	UNRWA
Grade:	P1 step I or P2 step I the first year, depending on the level of education and experience
Duration of the assignment:	Initially one year with the possibility to extend up to 3 years

Note: this post is opened in the context of the Junior Professional Officer (JPO) scheme sponsored by the Government of the Netherlands and is addressed exclusively to Dutch and European Union nationals or permanent residents of the Netherlands (see for criteria the website of the Dutch Ministry of Foreign Affairs:

[www.minbuza.nl/en/Key\\_Topics/Development\\_Cooperation/Associate\\_Experts\\_Programme](http://www.minbuza.nl/en/Key_Topics/Development_Cooperation/Associate_Experts_Programme)

#### II. Supervision:

##### Direct Supervisor

Sami Mshasha, Head of the Communications Office, HQ Jerusalem.

The Senior External Relations Officer, Cluster Lead, will also assist the Head of Communications in providing day-to-day guidance and supervision to the incumbent.

##### Content and methodology of supervision

The post is subject to: (1) The general policies of UNRWA; (2) The objectives of UNRWA's resource mobilization and communication strategy; (3) The annual Work-plan for UNRWA's External Relations and Communications Department.

The incumbent's work plan and priorities will be informed by and form an integral part of the Department's annual work plan. Monthly one-to-one meetings will be organized with the supervisor to plan activities and assess progress against assigned responsibilities and the department's strategic objectives. Supervisors will ensure coaching and mentoring of the incumbent.

#### III. Duties, Responsibilities and Output Expectations:

Within the framework of the Agency's Resource Mobilization and Communication Strategy and accompanying work plan, the incumbent will be responsible for successfully supporting the development of the marketing and communication functions of the department (90%). Specifically within this role:

The incumbent is expected to:

- Under the strategic guidance of the Head of the Communications Office and Directors of the Department strengthen department-wide efforts to improve UNRWA's advocacy and brand visibility; (30%)
- Work with Donor Relations, the Communications Office and field staff to develop communication and marketing tools and build internal capacity to promote and market UNRWA's programs, particularly among traditional and emerging official donors; (30%)
- Work with the Partnerships Division and the Communications Office to manage the relationship between UNRWA and the online donation payment provider, to provide content and support with outreach to individual donors. Work to increase online donation revenue by developing and implementing strategic communications and marketing practices; (20%)
- Plan/support specific promotional events from conception to end, whether related to promoting the Agency's partnership with the private sector, the signature of grant agreements with high level donors, the annual donor conference or any other symposium, workshop or conference; (10%)
- Perform other duties as may be assigned; (10%)

**IV. Qualifications and Experience:**

Education (only Master's degree or equivalent)

A University degree in marketing, communication, campaign management, fundraising, journalism, development studies or similar.

Working Experience

Two years field experience in the humanitarian-aid/socio-economic development sector working with international organizations, NGOs, foundations, governmental cooperation agencies or on-line campaigning and marketing; familiarity with private sector marketing strategies. Also acceptable would be two years of experience working for a media company, private sector marketing or web-based campaign organisations.

Key competencies of the assignment

- Proven skills in information, communication, marketing, fund-raising outreach, advocacy and ability to relate to mass media:
- Experience in of all forms of communications production and marketing including, web-based programming, social media networking as well as on-line campaigning:
- Strong organizational skills and ability to meet deadlines and to manage multiple tasks effectively and efficiency;
- Good analytical, negotiating, communication and advocacy skills.

- Strong interpersonal and communication skills and proven ability to work in a multi-cultural setting and teams with diversity of background and skills;
- Well-developed sense of initiative, strategic thinking and analytical skills;
- Computer skills: Excel, Word, Outlook and Internet applications, on-line marketing programmes;
- Excellent command of written and spoken English;
- Ability to communicate in Arabic is a strong advantage.

## **V. Learning Expectations**

- Strengthened knowledge of concepts, tools and processes to plan and manage humanitarian/development projects in the international cooperation system;
- Developed capacity to design and implement complex resource mobilization strategies, on line marketing with communication, advocacy and fundraising components;
- Increased knowledge of issues related to refugees, the Middle East political, cultural and socio-economic environment, as well as the UN system;

## **VI. Background to the Assignment**

In June 2009, the External Relations Department launched an ambitious, broadly based and innovative Resource Mobilization Strategy aimed at setting UNRWA on a course of financial sustainability to meet refugee needs. That strategy was incorporated in UNRWA's draft Sustaining Change Plan of October 2010, which also envisaged the merger of ERD with the Public Information Office into the Agency's External Relations and Communications Department. A Resource Mobilization and Communication Strategy, and an accompanying Implementation Plan, will be developed during Q2 and Q3 of 2011.

## **VII. Information about Living Conditions at the Duty Station**

Jerusalem is a modern city with the necessary health and other facilities. UN considers Jerusalem a family duty station. UN security assessment for Jerusalem is Phase I.

### **How to Apply**

Eligible candidates are requested to submit an online application at the following link:  
[http://www.jposc.org/content/programme/current\\_vacancies-en.html](http://www.jposc.org/content/programme/current_vacancies-en.html).

**The deadline for receipt of applications is 12 midday, Monday 20 April 2011.**

Applications received after this will not be considered. In view of the volume of applications, only candidates being invited to an interview will be contacted.