

Posting Title : ASSOCIATE PUBLIC INFORMATION OFFICER, NOB
Job Code Title : ASSOCIATE PUBLIC INFORMATION OFFICER
Department/ Office : United Nations Interim Force in Lebanon
Location : NAQOURA
Posting Period : 8 November 2023-7 December 2023
Job Opening number : 23-Public Information-UNIFIL-221479-R-NAQOURA (N)
Staffing Exercise : N/A

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

Org. Setting and Reporting

This position is located in the Strategic Communications and Public Information Section, United Nations Interim Force in Lebanon (UNIFIL), Naqoura. The incumbent will report to the Chief of Section or his/her designate.

Responsibilities

Within delegated authority, the Digital Communications Officer/Public Information Officer may be responsible for the following duties. Contributes to the development and implementation of the mission's web and social media communications strategy. Supports the design and development of the UN mission's digital presence and maintains its website as well as social media platforms. Keeps abreast of changing developments, trends and political development in the Country, particularly with regard to mis- and disinformation; provides communication support to managers, senior officers and other public information staff on a range of public affairs issues, methods, and approaches. Monitors and reports on site traffic, growth and trends of the Mission's digital platforms and provides recommendations on new digital approaches and strategies. Prepares comprehensive analytical reports on UNIFIL's social media platform metrics, measuring reach and engagement. Prepares communications products and content for web and social media in English and Arabic: Drafts a diverse range of communication products in English and Arabic in support of unit priorities and works closely with departments and partners to develop ways to implement campaigns system-wide and to incorporate the campaign message and themes into all relevant events and products. Drafts human interest stories for local and international audiences and produces digital content for the Mission's social media platforms. Develops impactful social media content, including infographics, quote cards, and short videos that showcase UNIFIL's mandate and

activities. Evaluates and edits externally provided material and obtains clearance for their use on social media. Has significant graphic design skills and experience to take the lead in the design, layout and creation of print and digital products. Contributes to and prepares reports/presentations to Mission leadership, UNHQ on communications activities, developments, trends and attitudes regarding the UN; and coordinates and shares public information activities and guidance with other sections of the Strategic Communications and Public Information section and leadership when appropriate. Provides substantive and administrative support to the daily operations and special products of the SCPI Office. Stays well-informed about local and regional developments, providing support in the form of assessments whenever required. Takes a leading role in the development and design of outreach material such as yearly calendars, books and other print products. Fulfills the role of the DPCA Printing Services focal point by preparing cost estimates for outreach printing products, compiling requirements lists, and developing budget proposals. Ensure smooth workflow by following up with clients, production departments, and printing facilities to monitor project progress and quality control. Liaise with contractors and vendors as required and allowed by rules and regulations. Performs other duties as assigned.

Competencies

Professionalism: Knowledge of all aspects of the design, development, management, implementation and maintenance of complex web projects using web content management systems and technologies; Demonstrated in-depth knowledge of in the software development lifecycle, including functional and technical requirements, coding, debugging, testing, release and operation support; Advanced knowledge in developing content in Drupal core modules, contributed modules, and custom modules; Strong analytical skills and ability to rapidly analyze, strategize and integrate diverse information from various multimedia and digital sources. Shows pride in work and in achievements; Is conscientious and efficient in meeting commitments, observing deadlines and achieving results; Is motivated by professional rather than personal concerns; Shows persistence when faced with difficult problems or challenges; Remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.

Communication: Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify and exhibits interest in having two way communication; demonstrates openness in sharing information and keeping people informed; excellent drafting ability and communications skills, both oral and written; tailors language, tone, style and format to match audience; proven ability to communicate complex concepts orally; ability to prepare written reports that are clear, concise and meaningful.

Planning and Organizing: Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses time efficiently.

Client orientation: Considers all those to whom services are provided to be "clients" and seeks to see things from clients' point of view. Establishes and maintains productive partnerships with clients by gaining their trust and respect. Identifies clients' needs and matches them to appropriate solutions. Monitors ongoing developments inside and outside the clients' environment to keep informed and anticipate

problems. Keeps clients informed of progress or setbacks in projects. Meets timeline for delivery of products or services to client.

Education

Advanced university degree (Master's degree or equivalent) in communication, journalism, international relations, public administration or related field is required. A first-level degree (Bachelor's degree or equivalent) in the specified fields of studies with two additional years of relevant work experience may be accepted in lieu of the advanced university degree.

Job Specific Qualifications

Work Experience

At least two (2) years of proven experience with management of an organization's social media platforms, including reach, engagement and efficacy analysis is required. Experience in public information, journalism, and digital media is required. Professional experience in graphic design for print and digital mediums, editing audiovisual material, and in Photoshop, InDesign, and Illustrator is required. Experience in writing social media posts and short texts in English and Arabic is required. Experience working with both the front- and back-ends of Content Management Systems is desirable. Experience developing and implementing social media and digital communications strategies is desirable. Experience in reputational and issues management is desirable.

Languages

English and French are the working languages of the United Nations Secretariat. For this position, fluency in English and Arabic (both oral and written) is required; knowledge of French is desirable.

Assessment

Evaluation of qualified candidates may include an assessment exercise which may be followed by competency-based interview.

Special Notice

Candidates for the National Professional Officer category shall be of the nationality of the country where this position is located. Secretariat is committed to achieving 50/50 gender balance in its staff. Female candidates are strongly encouraged to apply for this position.

United Nations Considerations

According to article 101, paragraph 3, of the Charter of the United Nations, the paramount consideration in the employment of the staff is the necessity of securing the highest standards of efficiency, competence, and integrity. Candidates will not be considered for employment with the United Nations if they have committed violations of international human rights law, violations of international humanitarian law, sexual exploitation, sexual abuse, or sexual harassment, or if there are reasonable grounds to believe that they have been involved in the commission of any of these acts. The term "sexual exploitation" means any actual or attempted abuse of a position of vulnerability, differential power, or trust, for sexual purposes, including, but not limited to, profiting monetarily, socially or politically from the sexual exploitation of another. The term "sexual abuse" means the actual or threatened physical intrusion of a sexual nature, whether by force or under unequal or coercive conditions. The term "sexual harassment" means any unwelcome conduct of a sexual nature that might reasonably be expected or be perceived to cause offence or humiliation, when such conduct interferes with work, is made a condition of employment or creates an intimidating, hostile or offensive work environment, and when the gravity of the conduct warrants the termination of the perpetrator's working relationship. Candidates who have committed crimes other than minor traffic offences may not be considered for employment. Due regard will be paid to the importance of recruiting the staff on as wide a geographical basis as possible. The United Nations places 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. The United Nations Secretariat is a non-smoking environment. Reasonable accommodation may be provided to applicants with disabilities upon request, to support their participation in the recruitment process. By accepting a letter of appointment, staff members are subject to the authority of the Secretary-General, who may assign them to any of the activities or offices of the United Nations in accordance with staff regulation 1.2 (c). Further, staff members in the Professional and higher category up to and including the D-2 level and the Field Service category are normally required to move periodically to discharge functions in different duty stations under conditions established in ST/AI/2023/3 on Mobility, as may be amended or revised. This condition of service applies to all position specific job openings and does not apply to temporary positions. Applicants are urged to carefully follow all instructions available in the online recruitment platform, *inspira*, and to refer to the Applicant Guide by clicking on "Manuals" in the "Help" tile of the *inspira* account-holder homepage. The evaluation of applicants will be conducted on the basis of the information submitted in the application according to the evaluation criteria of the job opening and the applicable internal legislations of the United Nations including the Charter of the United Nations, resolutions of the General Assembly, the Staff Regulations and Rules, administrative issuances and guidelines. Applicants must provide complete and accurate information pertaining to their personal

profile and qualifications according to the instructions provided in inspira to be considered for the current job opening. No amendment, addition, deletion, revision or modification shall be made to applications that have been submitted. Candidates under serious consideration for selection will be subject to reference checks to verify the information provided in the application. Job openings advertised on the Careers Portal will be removed at 11:59 p.m. (New York time) on the deadline date.

No Fee

THE UNITED NATIONS DOES NOT CHARGE A FEE AT ANY STAGE OF THE RECRUITMENT PROCESS (APPLICATION, INTERVIEW MEETING, PROCESSING, OR TRAINING). THE UNITED NATIONS DOES NOT CONCERN ITSELF WITH INFORMATION ON APPLICANTS' BANK ACCOUNTS.