

TERMS OF REFERENCE UNFPA Turkey Communication Expert

Type of Contract	: Service Contract
Level	: SB4 (SC 8-9)
Duty Station	: Ankara, Turkey
Duration	: One year initially, with possibility of extension

Background:

Delivery of accessible and rights-based reproductive health and youth-friendly services particularly targeting vulnerable groups, promotion of gender equality, prevention of gender-based violence, in-depth analysis of population dynamics are the main aims of UNFPA 6th Country Programme (2016-2020). Since April 2011 over 3 million Syrians have entered Turkey due to crisis in Syria and joined the vulnerable population groups in Turkey. 75% of refugees are women and children. They are under high risk of sexual violence, early and forced marriage, trafficking, high-risk pregnancies, unsafe deliveries, abortions and sexually transmitted infections. They have very limited access to sexual and reproductive health services and gender based violence services. Given the complexity of programmes for vulnerable groups mainly Syrian refugees, up-scaling of partnerships with government, NGOs, host communities requires quality and timely advocacy and communication activities.

Major Activities/Expected Results:

To achieve the results of the 6th Country Programme including a large humanitarian assistance programme, the services of a **Communication Expert** is needed to develop communication products, media relations including managing social media and support advocacy efforts.

Expected Results/Description of Responsibilities:

Communication strategy & products (Ensure that the production of communication materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan)

- Develop the Country Communication Strategy and implement the work-plan.
- Gather content and coverage of relevant country efforts/best practices to identify effective relevant country programme activities and results. Develop complementary, country specific and local community materials and activities.
- Produce communication materials (e.g. briefing notes, brochures, images, video, web pages) that meet the UNFPA standards.
- Draft and edit articles, press releases, human interest stories and other advocacy/information materials for both web-based and traditional media.
- Follow up on the production of advocacy and communication materials (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the UNFPA Communication guidelines.

- Maintain an up-to-date documentation center for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc.
- Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities.
- Establish contacts, networks, resources and processes to support communication activities.
- Ensure compliance with donor visibility standards/requirements.

Media relations (Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNFPA to a wider audience)

- Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- Maintain close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.
- Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and administrative arrangements for them.
- Assist in collaborating with the media through activities such as organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)

Advocacy (Directed at policy makers and private sector representatives as well as those whose opinions and actions influence public such as community leaders, journalists and the media and prominent civil society organizations to influence policies, laws, regulations and distribution of resources, and to ensure that such decisions lead to benefits to the people who are disadvantaged)

- Developing a comprehensive advocacy plan.
- Conducting environmental scanning, identification of partners.
- Monitor the public perception of UNFPA in the country and recommend appropriate action to maintain a positive image for the organization.
- Ensure that the Country Office's contact list of Government, UN, and bilateral counterparts, individuals, groups and organizations are maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the country programme goals)
- Help organize and generate public support for special events and activities to promote country programme goals. Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives
- Maintain and update celebrity and partner contact lists/database for country office.
- Monitor/document process and effectiveness of working with these individuals/organizations.

- Prepare background communication and promotional materials for briefings and visits of media, Goodwill Ambassadors, donors, Government officials and other special interest groups. The task includes preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.

Events management

- Conducting events management as necessary in coordination with the communications consultant.

Work Relations:

Under the supervision of the Representative, works closely with the rest of the UNFPA/Humanitarian Team and CO Team.

Minimum Qualifications and Experience:

- Education** : Master degree in Communications, Journalism, Public Relations or a related field.
Experience : 8-9 years of relevant professional experience in advocacy (with governments, parliamentarians, CSOs, donors, etc), communications, public information, journalism.
Language : Fluency in written and spoken Turkish and English
Computer Skills : Microsoft Office, Windows-based applications
Nationality : Turkish

Skills and Competencies:

- Experience in media/communication/public information or related program/project implementation is an asset.
- Working experience in relevant international development and/or private sectors is an asset.
- Experience in advocacy and communication material development is an asset.
- Experience in managing social media accounts is an asset.

Core Competencies:

- Values
- Being accountable
- Achieving Results
- Developing & Applying Professional Expertise
- Thinking Analytically & Strategically
- Working in Teams/Managing our-selves and relationships
- Communicating for Impact

Functional competencies:

- Advocacy/advancing a policy-oriented agenda
- External and internal communication and advocacy for RM
- Leading country advocacy for organizational priorities
- Creating visibility for the organization