

TERMS OF REFERENCE

UNFPA Turkey Communication Assistant

Type of Contract	: Service Contract
Level	: SB2-3 (SC4-5)
Duty Station	: Ankara, Turkey
Duration	: One year initially, with possibility of extension

Background:

UNFPA's global mission is to deliver a world where every pregnancy is healthy and wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA expands the possibilities for women and young people to lead healthy and productive lives. UNFPA has been operating in Turkey since 1971, currently running its 6th Country Programme in more than 20 provinces. Delivery of accessible and rights-based reproductive health and youth-friendly services particularly targeting vulnerable groups, prevention of child, early and forced marriage, 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) and 7th Country Programme (2021-2025). UNFPA works with governments, universities, CSOs and the private sector to support data collection, service delivery, capacity enhancement-trainings, and policy/legislation design. Under the UNFPA Development Programme, two projects regarding prevention of child, early and forced marriage (CEFM) have been implemented.

Major Activities/Expected Results:

To achieve the results of the 6th and 7th Country Programme and the UN Joint Programme for Prevention of CEFM in relation to COVID-19 pandemic, the services of a **Communication Assistant** is needed to support development of communication products, to assist communication related activities and advocacy efforts and to provide the following services focusing on achievement of the following tasks:

- Supports in implementing UNFPA Turkey's communication strategy, yearly work-plan and ongoing COVID-19 related communication activities.
- Supports in gathering content and coverage of relevant country efforts/best practices to identify effective relevant country programme activities and results.
- Supports in producing/designing communication materials both general and specific to COVID-19 pandemic (e.g. brochures, visual materials, social media posts, web pages) that meet the UNFPA standards.
- Assists in drafting/designing creative content (e.g. infographics, photo/video posts, stories, social media captions etc.) for social media, UNFPA Turkey's websites and CEFM material portal in the scope of COVID-19 related communication activities as well as general public communication.
- Assists in ensuring that the UNFPA website and social media are regularly updated with timely and relevant information. This includes helping adapt and repackage reports, drafting news stories, designing visual materials and other content for social media use.
- Maintains and updates CEFM material portal with support of the IT team.
- Assists in drafting articles, press releases, human interest stories and other advocacy/information and CEFM programme-related materials for both web-based and traditional media.

Annex A

- Provides support and follow up on the preparation-design-production-translation-printing-dissemination of advocacy and communication materials (e.g. COVID-19 related materials, thematic reports, policy papers, project documents, training materials, 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 guidelines.
- Monitors and reports communication materials prepared by implementing partners of UNFPA.
- Assists in maintaining and updating celebrity and partner contact lists/database for country office.
- Maintains an up-to-date documentation center for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc.
- Reviews current photography/video assets, select quality pieces, archive properly for easy access.
- Recommends appropriate information and communication material ideas for COVID-19 related and general advocacy and communication activities.
- Supports in preparing background communication and promotional materials for briefing and visits of media and other special interest groups.
- Supports in collaborating with the media through activities such as organizing project site visits, facilitating photo coverage and TV footage including supporting the necessary planning, logistic and administrative arrangements for them.
- Monitors and reports the related press content. Maintain a timely library of media coverage.
- Helps organizing special events and activities to promote country programme and specifically CEFM programme goals.
- Performs any other duties, as required.

Work Relations:

Under the direct supervision of the Communication Expert and the technical guidance of the CEFM Project Manager, the Communications Assistant will work closely with the rest of the UNFPA CO Team.

Minimum Qualifications and Experience:

- Education** : Bachelor's degree in Communications, Journalism, Public Relations or a related field.
- Experience** : 4-5 years of relevant professional experience in communications, digital media, graphic design, public information or a related field.
- Language** : Fluency in written and spoken Turkish and English
- Computer Skills** : Microsoft Office, Windows-based applications, integrated web-based management systems, design and video editing applications such as Adobe Illustrator, Photoshop, Corel etc.
- Nationality** : Turkish

Skills and Competencies:

- Experience in communication/public information/digital media or related program/project implementation is an asset.
- Experience in content preparation of IEC materials, communication/social media campaigns and coordination of design and printing process for reports and materials is an asset.
- Experience in managing social media accounts and websites is an asset.
- Knowledge on graphic design applications is an asset.
- Basic photography skills is an asset.
- Working experience in relevant international organizations and/or private sectors 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
- Creating visibility for the organization
- Managing information and work flow
- Planning, organizing and multitasking