

**Terms of Reference**

**Programme Title:** UNFPA Ukraine

**Post Title:** Communication and Media Associate

**Post Level: Service Contract,** SB3/Mid

**Position number:**

**Duration of the service:** one yearwith possible extension

**Duty Station:** Kyiv

Full/part time: Full time

**The position:**

Under the supervision of Program Analyst, Communication and Advocacy, and in close coordination with Programme Officers and Partnership and RM Officers, the Communication and Media Associate contributes to the design, coordination and implementation of communication and advocacy interventions of the UNFPA Programmes. Communication and Media Associate designs and delivers effective and innovative communication and awareness-raising interventions to maximise impact of the Programmes work, making a sound contribution to strengthening security and protection of Ukrainian women and girls from gender-based violence, effective communications around youth-related programmes, including Comprehensive Sexuality Education and others, and gender equality programmes including men-engagement initiatives as well as UNFPA work under humanitarian settings, including crisis communications and communications on emergency.

**How you can make a difference:**

UNFPA, the United Nations Population Fund, is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled. The Fund operates globally since 1969 in more than 150 countries and territories. UNFPA focuses on women and young people, because these are the groups whose rights are often compromised. UNFPA has been active in Ukraine since 1997.

In accordance with the organisational mandate and national development priorities of Ukraine, UNFPA implements a country programme of technical assistance to Ukraine for 2018-2022. Co is based on the global mandate of UNFPA and contribute to effective response to GBV in Ukraine, promoting gender equality and men-engagement and ensuring that every young person’s potential in fulfilled.

Since the start of the large-scale military invasion of Russia to Ukraine in February 2022, UNFPA implements a comprehensive nationwide Humanitarian Response Plan to provide life-saving GBV and SRH services to women and girls across Ukraine.

UNFPA is seeking highly-motivated candidates that share our passion of making a sound contribution to creating a Ukrainian society free from gender-based violence. We need strong professionals who are innovative, committed to excellence and keen to transform, inspire and deliver high impact and sustained results.

**Job Purpose:**

The UNFPA Programme and Humanitarian interventions cover all regions of Ukraine and focuses on the delivery of abilities of young people, especially young women and girls, so that they can make responsible choices about their lives, including their sexual and reproductive health and reproductive rights, by contributing to the legal and social adoption of more equitable gender norms, including the right to live free from stereotypes, coercion and violence.

Communication and Media Associate coordinates implementation of communication and advocacy interventions that contribute to the achievement of the key Outputs identified under Country Programme document:

1. Evidence-based and inclusive national and subnational policies and programmes for young people that advance sexual and reproductive health, reduce risks and vulnerabilities, expand opportunities, and promote youth participation for the full realization of their potential, including in humanitarian settings;
2. Strengthened national and subnational partnership frameworks in place for reducing gender inequalities in social, economic and political spheres of life;
3. Strengthened national gender-based violence prevention and response mechanisms, including in humanitarian settings.

Communication and Media Associate works in a client, quality and results-oriented manner in close collaboration with respective Programme Teams, UNFPA communications specialists, all units of the UNFPA Country Office (CO), UNFPA implementing partners (IPs), as well as personnel of other UN agencies to exchange information and ensure smooth implementation of UNFPA Programme streams and interventions in line with the approved work plans, indicators and milestones (Programme Results Framework).

Communication and Media Associate plays a vital role in ensuring smooth planning, coordination and monitoring of communication and awareness-raising interventions to transform social norms and ensure side awareness about UNFPA and key donors visibility. S/he ensures that all activities are carried out in line with UNFPA rules and procedures as well as donors’ requirements. S/he will be responsible for contributing to the achievements of programme’s objectives and quality management throughout the programme life cycle.

**Major Duties and Responsibilities:**

* Design, develop and implement innovative and effective communication and advocacy interventions to maximise the impact of UNFPA Programme work on both developmental and humanitarian settings;
* Design, lead and monitor the delivery of media projects at the national and local levels;
* Be the main contact person for media relations, including preparation of media materials, effective dissemination, pro-active proposal on media projects and potential partnerships with media outlets;
* Develop communication and advocacy instruments and materials (briefing materials, press releases, articles, newsletters, brochures, factsheets and human stories) and coordinate their dissemination through effective channels to inform media, partners and the public about UNFPA;
* Coordinate development and production of videos, audios, podcasts, infographics and other visual products;
* Coordinate the work of communications-related consultants (such as designers, editors, illustrators, videographers etc.) and production agencies, facilitate contracting and payment processes;
* Maintain close working relationships with the media, including editors and journalists in key national and international news outlets to facilitate reporting on UNFPA’s work;
* Respond timely and clearly to media inquiries and public requests for information on activities;
* Regularly and consistently monitor media publications in the thematic areas related to UNFPA programmes, provide timely advice to the UNFPA Communication and Advocacy Analyst, flagging out the issues of concern and suggesting corrective actions to address them;
* Liaise with the communication teams of UNFPA implementing partners to ensure their communication activities are coordinated and aligned with UNFPA communication strategy;
* Liaise with the communication teams of UN Agencies and other international and national counterparts to ensure coordination of communication and advocacy events and activities with partners;
* Ensure that UNFPA corporate identity, visibility and communication rules and regulations as well as donor visibility requirements are applied in all public materials produced by the UNFPA Country Office, including the UNFPA website and social media pages;
* Provide comprehensive, outcome-oriented, evidence-based inputs to progress reports required by UNFPA and donors;
* Perform other tasks as requested by Communication and Advocacy Officer and UNFPA senior management.

**Qualifications and Experience:**

* Minimum 3 years of progressively responsible experience in communications, advocacy and/or public relations;
* Strong experience in design, delivery and monitoring of communications, advocacy and awareness-raising interventions (experience with interventions of social benefit will be an asset);
* Solid understanding of human rights, gender equality and/or women empowerment will be an asset;
* Excellent copywriting and editing skills; proven ability to effectively present information tailored (both in content and format) to diverse audiences;
* Sound experience in working with media (as proven by successful joint projects and an extensive network of working contacts with key media outlets);
* Excellent interpersonal and communication skills: the ability to successfully and effectively liaise with stakeholders in a wide range of functions and professional areas;
* Robust knowledge of social media platforms and experience in social media outreach;
* Good knowledge of visual design and layout development for information materials is desirable;
* Literate language, advanced level of grammar in Ukrainian is required.

**Education:**

Bachelor Degree in Communications, Journalism, Public Relations, International Relations, Social Sciences, Gender Studies, Linguistics or related areas.

**Languages:**

Fluency in English and Ukrainian.

**Required Competencies:**

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| **Values:**   * Exemplifying integrity * Demonstrating commitment to UNFPA and the UN system * Embracing cultural diversity * Embracing change | **Functional Competencies:**   * Advocacy/ Advancing a policy-oriented agenda * Leveraging the resources of national governments and partners/ building strategic alliances and partnerships * Delivering results-based programmes * Internal and external communication and advocacy for results mobilisation |
| **Core Competencies:**   * Achieving results * Being accountable * Developing and applying professional expertise/business acumen * Thinking analytically and strategically * Working in teams/managing ourselves and our relationships * Communicating for impact | **Managerial Competencies:**   * Providing strategic focus * Engaging in internal/external partners and stakeholders * Leading, developing and empowering people, creating a culture of performance * Making decisions and exercising judgment |

Incumbent’s Name & Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Immediate Supervisor’s Name & Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Head’s of Office Name & Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_