



Terms of Reference

Programme Title: UNFPA Ukraine
Post Title: Crisis Communications Specialist
Post Level: **Service Contract, SB3/Mid**
Position number: 00188814
Duration of the service: one year with 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 Senior Emergency Coordinator and other Officers, the Crisis Communications Specialist contributes to the design, coordination and implementation of communication and advocacy under humanitarian interventions of the UNFPA in Ukraine. Crisis Communications Specialist designs and delivers effective and innovative communication and awareness-raising interventions to maximise impact of the Humanitarian Response work, making a sound contribution to strengthening security and protection of Ukrainian women and girls from gender-based violence, effective communications around Sexual and Reproductive Health programmes and activities, humanitarian work under other programmatic area 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:

UNFPA Ukraine Country Office has been reprogramming its activities and some of its resources to be prepared to increase its operational capacity to deliver lifesaving sexual and reproductive health (SRH) services and supplies, prevent and respond to gender-based violence (GBV) and provide

psychosocial support in western Ukraine to respond to the growing needs of the population, who were displaced from eastern Ukraine, Kyiv and other regions.

It is of the utmost importance for UNFPA to embed communications in its humanitarian response, at country, regional and headquarter levels. This includes internal, external and two-way communications with affected populations. In that regard, the Crisis Communications Specialist will assist the UNFPA Ukraine Country Office in timely, accurate and appropriate communications. Effective communications will highlight the impact of the disaster, clearly describe the support needed, and show UNFPA intervention. This provides UNFPA with visibility, will help position the Country Office at the forefront of the humanitarian response and will showcase its commitment to women, girls and affected populations.

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.

Crisis Communications Specialist coordinates implementation of communication and advocacy interventions that contribute to make UNFPA humanitarian response effort visible and inform beneficiaries about available services, help and local activities under the mentioned Plan.

Crisis Communications Specialist 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 Humanitarian Response Agenda in line with the approved work plans, indicators and milestones (Humanitarian Response Plan).

Crisis Communications Specialist plays a vital role in ensuring smooth planning, coordination and monitoring of communication and awareness-raising interventions and ensure side awareness about UNFPA humanitarian response activities 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.

Major Duties and Responsibilities:

Engage with electronic and print media sources

- Identify stories of [human] interest relevant to UNFPA's humanitarian response and intervention in-country and pitch them in collaboration with the Communications Analyst, RO & HQ to national, regional and global press corps and/or find ways to connect to these stories.
- Provide timely and field-driven content, such as human interest stories for print and video, for UNFPA's regional and global websites and Voices.
- Provide UNFPA's regional and country social media platforms with relevant updates and integrate the humanitarian response into UNFPA's social media outreach (with focus on Twitter platform).
- Draft press releases, fact sheets and other rapid response information materials for use by UNFPA Headquarters and Regional and Country Offices.
- Assist in UNFPA advocacy activities, including providing support to public events, coordinating visits of senior UN officials, including field visits and participating in other UN /UNFPA advocacy initiatives.

Provide Public Information Support to Country Office:

- Assist in preparing written materials, including talking points, articles, press releases, stories, situations reports, humanitarian appeals, responses to coverage about UNFPA in the media, etc.
- Draft and/or contribute to regular SitReps in line with required formats and periodicity.
- Establish close working relationships with the United National Country Team, senior UN staff and communication officers to identify communication synergies and 'one UN' opportunities.
- Cultivate and maintain effective working relationships with local, regional and global media and other relevant partners and identify opportunities for advocacy and communication partnerships.

Any Other Duties

- Perform any other duties as required by Communication Officer of CO.
- 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;
- Coordinate the work of communications-related consultants (such as designers, editors, illustrators, videographers etc.) and production agencies, facilitate contracting and payment processes;
- 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;
- 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);
- Strong experience in social media work and experience in preparing materials in English 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 English and 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:

<p>Values:</p> <ul style="list-style-type: none"> • Exemplifying integrity • Demonstrating commitment to UNFPA and the UN system • Embracing cultural diversity • Embracing change 	<p>Functional Competencies:</p> <ul style="list-style-type: none"> • 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
<p>Core Competencies:</p> <ul style="list-style-type: none"> • 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 	<p>Managerial Competencies:</p> <ul style="list-style-type: none"> • 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

Alona Zubchenko

DocuSigned by:
Alona Zubchenko
59056B0CD86E430...

Head's of Office Name & Signature

Jaime Nadal Roig

DocuSigned by:
Jaime Nadal Roig
CD90116DD32D4D7...