

RECRUITMENT PROFILE

Post Title: External Relations Officer

Post Level: P-3

Major Duties and Responsibilities

Normal Purpose of Typical Job Contacts

WITH UNHCR STAFF: To persuade and obtain assistance of others on matters of non-routine significance.

WITH EXTERNAL PARTIES: To persuade and obtain assistance of others on matters on non-routine significance. Contacts predominantly with persons on subject matters of importance to Organization's programmes (e.g. counterparts in other organizations or at working level in national Governments).

Managerial Competencies (if any) (see attached Annex)

MC01	Strategic Planning
MC02	Leadership
MC03	Managing Performance
MC06	Political and Organization Awareness

Functional Competencies (see attached Annex)

XR01	Developing a Plan of Activities
XR02	Mobilising External Support
XR03	Developing NGO relations
XR04	Working with the Media
XR05	Developing Public Awareness
XR06	Developing Donor Relations
XR07	Fund Raising
XR09	Providing Public Information
XR10	Information Management
XR11	Managing and Monitoring Public Information Budgets
XR12	Providing Support and Advice

Academic Qualifications

First University degree (BA/BSc.) in Marketing, Public Relations, Journalism, Mass Media, Political or Social Sciences, International Relations or other related fields

Advanced University degree (MA/MSc.) in Marketing, Public Relations, Journalism, Mass Media, Political or Social Sciences, International Relations or other related fields

Other relevant qualifications in addition to the above

- Journalist fellowship/sabbatical studies at universities or other academic institutions
- Courses in public speaking
- Training in photography/video
- Membership in professional journalist association.
- Good writing / communication skills
- Good knowledge of UNHCR operations both at HQs and in the field

Relevant Experience

- Minimum 8 years experience:
- in marketing, public relations, advertising, or minimum 8 years as press officer for ministries, private corporations, UN agencies, etc. with good contacts with the media.
- Experience in public affairs with Governments, UN agencies, NGOs or national organisations
- Experience in editing written materials for general public (newspapers/magazines)
- Experience in promoting public awareness on humanitarian issues
- Experience in public speaking
- One or more years UN-based experience and/or work in a multi-cultural, multi-national context
- Work in a developing country (other than own) showing ability under conditions of hardship and low infrastructure

Language skills

- Excellent knowledge of English and French (or another UN official language)
- Knowledge of other languages an asset.

Managerial and Technical Skills

- Negotiating/diplomatic skills/protocol awareness
- Organizational skills
- Marketing analysis skills/cultural awareness in marketing
- Communication/inter-personal skills/team spirit
- Ability to reach through media sources (networking at national/international level)
- Supervisory responsibility
- Writing/drafting/editing skills
- Ability to work with computers
- Desktop publishing skills (layout/graphic designing skills) ANNEX

MC01 STRATEGIC PLANNING

COMPETENCY

Demonstrates the ability to develop and communicate a clear strategic direction, taking into account the needs of beneficiaries and the interests of the organisation as a whole.

WHY IT MATTERS

Managers within UNHCR need to be capable of determining the strategic direction for their area of responsibility in support of UNHCR's overall policy and objectives. A key requirement is the ability to stand back and focus on long term direction, whilst at the same time maintaining an appropriate level of involvement in day to day issues.

INDICATORS

- I Steps back from operational issues to focus on a long term direction for the area of responsibility which directly links the needs of beneficiaries with overall UNHCR objectives.
- II Consults with groups inside and outside the organisation as appropriate to ensure that the strategic direction is realistic and suitable.
- III Develops challenging but realistic goals for the area of responsibility which provide staff, donors and other interested parties with a clear and common understanding of the strategic direction.
- IV Involves staff in developing the strategic direction, and obtains their commitment to the proposed strategic direction and goals and the means to achieve them.

MC02 LEADERSHIP

COMPETENCY

Demonstrates the ability to carry out the organisation's vision to manage changes, to make sound and timely decisions and be accountable for them, and to lead, build and motivate the team to achieve planned results.

WHY IT MATTERS

As leaders, managers carry forth the vision and purpose of the organisation. Others - the leader-manager guides his or her unit through changes and transitions. Managers also need to make decisions in situations where there is no single, obvious right answer. In these situations, they must display sound judgment combined with a readiness to act in a decisive and timely fashion, and be prepared to take calculated risks and accept responsibility for the consequences. But managers also need to achieve results through others. Team building - the ability to build and motivate teams in order to get the most out of them - is crucial to success.

INDICATORS

- I Acts as a role model for managerial behaviour within UNHCR and positively represents UNHCR's vision in dealings with others.
- II Takes sound and timely managerial decisions, (including those of a sensitive or contentious nature) which are consistent with UNHCR's vision and purpose.
- III Assumes responsibility and accepts accountability for his/her decisions.
- IV Explains the reasons for decisions to those who implement or are affected by them.
- V Builds and leads a mutually supportive team, in which all team members are motivated and encouraged to make their contribution.
- VI Encourages individuals to take initiatives and responsibility for putting ideas/activities into practice and making them work.

MC03 MANAGING PERFORMANCE

COMPETENCY

Demonstrates the ability to agree objectives and competencies with staff which will support achievement of the office's plans, and to provide them with feedback on their performance.

WHY IT MATTERS

In order to achieve results, managers need to set the direction, focus staff members on specific objectives, and monitor and support their performance. A performance appraisal process, properly applied, can be a vital tool in managing and improving the performance of staff to achieve the operation's objectives and meet required standards of performance.

INDICATORS

- I Guides staff in understanding operational priorities for the period in question, and agrees objectives with them which reflect these priorities.
- II Guides staff in understanding the competencies required in the job as a whole.
- III Gives regular, constructive feedback on performance which is aimed at helping the staff member to capitalise on strengths and improve performance in areas of need, and carries out a timely mid-term progress review.
- IV Appraises the performance of staff honestly, fairly and consistently, respecting UNHCR guidance on applying the appraisal process (e.g. timing, application of rating scale etc).
- V Gives staff with performance difficulties every reasonable opportunity and assistance to improve, but always addresses the problem directly, using the appropriate procedures.
- VI Takes responsibility as Reviewing Officer for ensuring that the appraisal process is correctly carried out by supervisors, and appraising their performance fairly as a result.

MC06 POLITICAL AND ORGANISATIONAL AWARENESS

COMPETENCY

Identifies and understands relationships, constraints and pressures affecting others, and especially refugees.

WHY IT MATTERS

This competency underlines the importance for managers to be able to understand the motivations and objectives of others. It recognises the need to use both formal and informal networks to negotiate and gain commitment to the achievement of particular strategies or activities. To do this, the manager must appreciate others' concerns and requirements, and use this understanding to shape his/her approach. It involves influencing others to take personal responsibility for carrying forward ideas, and to be genuinely committed to outcomes. It is particularly important when negotiating with external contacts, such as government authorities.

INDICATORS

- I Understands and takes due account of the political objectives of organisations and individuals with whom UNHCR must work and whose actions affect the fate of refugees.
- II Takes time to understand the culture and hierarchies of relevant external organisations.
- III Continually looks for opportunities to add new contacts to strengthen his/her formal or informal network within UNHCR, with government authorities and with NGO, the wider UN community and other relevant organisations.
- IV Makes consistent efforts to develop and utilise working relationships to achieve work-related goals, assisting and supporting contacts in their objectives where possible.
- V Anticipates the effects of own actions and words in the culture/environment, and adapts own style appropriately to maximise impact and build trust.

XR01 DEVELOPING A PLAN OF ACTIVITIES

COMPETENCY

Demonstrates the ability to develop and gain agreement on a plan of activities for the scope of responsibility

INDICATORS

- I Develops a detailed understanding of the key institutions/political systems and the significant individuals of groups (e.g. diplomats, military, media, community leaders, NGOs, UN agencies) within the area of responsibility, taking time to understand their priorities and how UNHCR may respond to them.
- II Develops a systematic and innovative plan of external relations activities which both support the overall direction of UNHCR, and reflect the current level of sophistication and cultures of government and institutional bodies.
- III Seeks to ensure that UNHCR's concerns are addressed in relation to changes in the UN system as a whole, by taking a proactive role in reviewing and commenting on new developments

XR02 MOBILISING EXTERNAL SUPPORT

COMPETENCY

Demonstrates the ability to communicate accurate and up to date information, in a persuasive and assured fashion, to a range of individuals and groups, to mobilise them in support of UNHCR.

INDICATORS

- I Seeks to consistently promote UNHCR's objectives in innovative and creative ways which seek to rally support and are sensitive to the political and social environment of the area of responsibility.
- II Mobilises external support by systematically identifying key individuals and groups within government, donor communities, private industry, institutions, UN agencies and other organisations.
- III Develops and builds a network of mutual trust with key individuals and groups, through regular lobbying, social or formal meetings and sharing of information. Seeks to mobilise support for UNHCR activities.
- IV Coordinates the UNHCR response to key individuals and groups, ensuring that consistent and up to date messages are presented on UNHCR policies and guidelines.
- V Seeks to facilitate the resolution of the political and other problems underlying displacement and refugee flows by promoting constructive relations between UNHCR and international and regional institutions with related concerns.

XR03 DEVELOPING NGO RELATIONS

COMPETENCY

Demonstrates the ability to build cooperative and mutually supportive relations with a range of NGOs to develop a partnership approach.

INDICATORS

- I Establishes a network of mutual trust with NGO officials by providing professional advice and information regarding UNHCR activities and by taking time to understand their concerns.
- II Provides advice and support on policy issues to managers and NGO focal points, seeking to balance the needs of UNHCR with the needs of NGOs.
- III Drafts, clear and concise documents, relating to NGO issues, which are Tailored to the reader's needs and level of understanding.

XR04 WORKING WITH THE MEDIA

COMPETENCY

Demonstrates the ability to develop positive relations with the media which are based on trust and professional respect.

INDICATORS

- I Systematically establishes a network of influential media contacts by developing and presenting information that will be relevant and of interest to them.
- II Responds in a positive and professional manner to media requests for information either by giving interviews, drafting up to date accurate briefing papers, or involving colleagues to provide specialist advice.
- III Develops a relationship of trust with the media by giving access to as much information as possible and explaining the activities of UNHCR in a transparent and rational fashion.
- IV Creates innovative opportunities for the media to understand UNHCR by organising missions, or arranging briefings from visiting UNHCR personnel.

XR05 DEVELOPING PUBIC AWARENESS

COMPETENCY

Demonstrates the ability to develop and implement creative and innovative ideas which raise the profile of the work and role of UNHCR with the general public.

INDICATORS

- I Drafts, develops and tailors materials, publications, brochures, teachers guides, to support promotional activities, which are professionally produced and targeted at specific audiences.
- II Develops practical and innovative ideas for involving the public in the work of UNHCR by initiating projects, promotional campaigns, utilising mass information etc. which are clearly linked to UNHCR objectives.
- III Delivers speeches and makes presentations to a range of audiences on refugee issues, ensuring that the material is relevant and interesting to the audience.

XR06 DEVELOPING DONOR RELATIONS

COMPETENCY

Demonstrates the ability to build cooperative relations with a range of Donors seeking to encourage their commitment to UNHCR

INDICATORS

- I Develops an in depth knowledge of the area of responsibility seeking to understand both the political and economic issues within the area and the key individuals and groups with whom relations need to be developed.
- II Adapts style, both in terms of content and approach, to suit the working style and needs of the respective donors whilst bearing in mind the requirements of UNHCR.
- III Develops and implements creative and innovative ideas for stimulating donors' interest in programmes.
- IV Develops relationships with donors that are built on mutual trust and respect by providing professional advice and information regarding UNHCR activities and by taking time to listen to donor concerns

XR07 FUND RAISING

COMPETENCY

Demonstrates the ability to negotiate funds for UNHCR in a fashion that enhances the image of the organisation and sustains positive relations with donors.

INDICATORS

- I Drafts technical submissions which reflect the programme requirements working with other relevant units in UNHCR to ensure that the detail is accurate and up to date.
- II Prepares meticulously for donor negotiations and negotiates constructively for funds for UNHCR programmes, seeking to reach a position which meets the needs of UNHCR and reflects the priorities of the donor countries.
- III Develops agreements which reflect the outcomes of the negotiations with donors and meet the reporting requirements of UNHCR.

XR09 PROVIDING PUBLIC INFORMATION

COMPETENCY

Demonstrates the ability to identify and communicate a range of relevant information to individuals and groups in a professional and helpful manner.

INDICATORS

- I Maintains up to date and accurate databases both of groups and individuals who would be interested in receiving information on UNHCR activities.
- II Seeks to continuously improve and streamline the flow of information of UNHCR programmes to Governments, the public and organisations, always seeking to ensure timeliness, transparency and appropriate presentation.
- III Provides written or verbal requests for information regarding UNHCR activities in a timely and courteous manner.

- IV Provides support in organising UNHCR activities which show UNHCR in a positive and professional manner and which are sensitive to the local situation.
- V Drafts a range of standard reports, which are well presented and informative, and if appropriate, circulates them to a range of interested groups and individuals.
- VI Coordinates and disseminates timely and up to date information to the field which is relevant to their needs, and ensures a consistency of message.

XR10 INFORMATION MANAGEMENT

COMPETENCY

Demonstrates the ability to draft and present information in an innovative and readable manner.

INDICATORS

- I Develops internal and external networks through regular meetings and informal contacts to ensure that an awareness is maintained of all UNHCR activities in the area of responsibility.
- II Packages information for donors in an interesting and readable fashion ensuring that it is accurate and meets the needs of the donors.
- III Seeks to proactively provide a range of information for donors that reflects their particular interests or priorities.
- IV Produces a range of statistics in relation to fund raising activities ensuring the information is presented in a fashion that makes it easy to interpret.
- V Takes every opportunity to positively raise awareness in the field of the importance of providing timely reports that can be used to inform donors.

XR11 MANAGING AND MONITORING PUBLIC INFORMATION BUDGETS

COMPETENCY

Demonstrates the ability to develop and monitor the annual External Relations/Public Information budget.

INDICATORS

- I Develops a budget to support the annual External Relations/Public Information plan, ensuring that it is structured in line with UNHCR guidelines.
- II Monitors expenditure against the budget and ensures that appropriate action is taken to control expenditure or revise the budget if appropriate.
- III Seeks opportunities to use the budget in an innovative fashion, developing approaches and activities that maximise the positive impact of UNHCR for minimal investment.

XR12 PROVIDING SUPPORT AND ADVICE

COMPETENCY

Demonstrates the ability to provide informative and practical advice regarding External Relations/Public Information to a range of personnel in a helpful manner.

INDICATORS

- I Develops and applies an in-depth understanding of the region/country concerns and priorities, and keeps up to date on the operational priorities.
- II Coordinates the implementation of initiatives, developed by HQ, within the field ensuring that sufficient information and guidance is provided to all personnel involved.
- III Closely monitors relevant references to UNHCR in newspapers and media to assess current perceptions of UNHCR and briefs the appropriate parties on any implications.
- IV Coaches UNHCR colleagues, by training and provision of information, to ensure that a consistent image of UNHCR is presented to the media and other interested parties.
- V Maintains an informal network of contacts with other External Relations/Public Information professionals to share and develop ideas and experiences.