

RECRUITMENT PROFILE

Profile: Public Information

Major Duties and Responsibilities

1. Develops a public information strategy to promote a better understanding of UNHCR's aims and activities in the country;
2. Establishes and maintains close working relations with media to keep them regularly informed on UNHCR issues and activities nationally and internationally to ensure appropriate media coverage; organises and gives press briefings and conferences as necessary, and acts as spokesperson of the Office;
3. Initiates and writes web stories, press releases, broadcast scripts, information bulletins and other publications of all kinds that are consistent with UNHCR's information policies and journalistic standards in a timely, accurate and professional manner.
4. Maintains regular flow of information to Public Information counterparts in UNHCR Headquarters for use in briefings, UNHCR website, press releases, Refugees magazine and other in-house communications channels for international dissemination.
5. Monitors national media and assesses the general reaction of the public to the work and specific activities of UNHCR on the basis of information gathered from external sources.
6. Advises colleagues on media relations and the best strategies for dealing with specific situations of public interest.
7. Evaluates the relative effectiveness of public information strategies and activities.
8. Speaks for UNHCR at press briefings, broadcast interviews, information meetings, visitor briefings, and other public presentations on UNHCR activities and issues.
9. Be available for other media-related duties, training and missions as required, particularly in emergency situations.
10. Plans and conducts campaigns, exhibits and other public awareness activities in support of the office's activities.
11. Keeps abreast of developments on UNHCR's work both in the country and worldwide and responds to press and public queries for information on all aspects of the organisation's work;
12. Monitors various sources of information, such as newspapers, journals, bulletins on political and other developments likely to affect UNHCR's activities in the country and keeps the Representative/Chief of mission and other staff briefed on their implications;
13. Ensures availability of adequate stocks of UNHCR information material, arranges regular distribution of publications and updates on a regular basis the list of institutions and individuals who should receive copies;
14. May be required to supervise and coordinate the work of lower level staff.

Managerial Competencies (if any) (see attached Annex)

MC01	Strategic Planning
MC02	Leadership
MCO5	Managing Resources
MC06	Political and organizational awareness

Functional Competencies (see attached Annex)

XRO2	Mobilizing External Support
XR04	Working with the Media
XR05	Developing Public Awareness
XR09	Providing Public Information
XR12	Providing Support and Advice

Academic Qualifications

University degree (BA/BSc.) in Journalism, Communications, Mass Media
Advanced university degree or equivalent experience in the specific field of international journalism, public information for major media or international organisation.

Other relevant qualifications in addition to the above

- Journalism fellowships / sabbatical studies at universities or other academic institutions
- Courses in public speaking, broadcast training, interview techniques
- Training in photography/video/ editing and layout
- Membership in professional journalist associations

Relevant Experience

- Experience in a major media organisation – print, electronic or broadcast -- as writer, reporter, editor, foreign correspondent, or experience as a press officer in the public or private sector, with good contacts with the media.
- Excellent, professional-level journalistic-style writing and editing skills, demonstrated with published clips and articles.
- Sound knowledge of journalistic practice in areas of print, broadcast, photography, video, layout & graphics.
- Good public speaking skills, with ability to convey UNHCR's message in an authoritative and convincing manner.
- Experience in covering humanitarian issues.
- Previous experience in a multi-cultural, multi-national context
- Experience in developing countries and hardship situations.

Managerial and Technical Skills

- Negotiating/diplomatic skills/protocol awareness

- Communication/inter-personal skills/team spirit
- Good networking ability, particularly with media at national and international level
- Proven supervisory skills
- Writing/drafting/editing skills at a professional, journalistic level
- Good computer skills
- Desktop publishing skills (layout/graphic designing skills)

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 judgement 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.

MC05 MANAGING RESOURCES

COMPETENCY

Demonstrates the ability to plan and use resources (people and/or finance and/or physical assets) in accordance with UNHCR/UN guidelines and delegated accountability so that objectives are achieved in the most effective manner possible.

WHY IT MATTERS

Resources are limited and must be used to the best effect for the benefit of refugees, to maintain the essential staff confidence in management, and government confidence in UNHCR.

INDICATORS

- I Uses the agreed strategic direction for the area of responsibility to identify, prioritise and plan resource requirements as accurately and as early as possible.
- II Identifies the resources currently in place which would support achievement of the strategic direction and puts plans in place to gain additional resources if required.
- III Establishes 'indicators' to monitor the progress and effectiveness of plans and use of resources.
- IV Monitors the use of resources to ensure they are in line with UNHCR/UN rules and guidelines, and adjusts resource plans as required in response to changing circumstances.
- V Reviews and evaluates achievements to enhance future planning and resource utilisation.

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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.

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 PUBLIC 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.

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 on 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.

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.