

**TERMS OF REFERENCE
(Individual Contractor Agreement)**

Title:	Public Information Assistant
Duty station:	Tokyo, Japan
Section/Unit:	Public Information Unit, UNHCR Representation in Japan
Contract/Level:	Local – Support ICA, Level 3
Duration:	1 August to 31 December 2017
Supervisor:	Associate Communication/PI Officer

1. General Background:

Japan is one of the largest donor to UNHCR and continues to provide strong political, financial and other relevant support. It is the Office's main objective to effectively mobilise support from Japan to UNHCR's global activities, with a particular focus on both government and private sector fund-raising for UNHCR operations worldwide, and to advocate for enhanced protection of refugees, asylum seekers and stateless persons in Japan. Public Information focuses in raising awareness of the general public on global displacement issues through high profile public engagements and close interaction with influential media. Strategic cooperation remains crucial with partners such as Japan for UNHCR (J4U) and UNIQLO who owns a nationwide communication network beyond greater Tokyo area. Strengthening digital and print assets, monitoring and analysing media and general trend continues to be essential.

2. Purpose and Scope of Assignment:

Under the direct supervision of Associate Communication/PI Officer, the incumbent will be expected to:

1. Maintain UNHCR Japan's public website and act as Webmaster. Update Facebook and Twitter accounts in Japan.
2. Develop PI publications / electronic PI tools aimed at promoting an enhanced understanding of UNHCR's aims and activities;
3. Assist with regard to the provision of information and updates of television, radio and news agencies to keep them regularly informed on UNHCR's activities so as to ensure appropriate media coverage; Assist in organizing press briefings and conferences as necessary;
4. Keep abreast of developments on UNHCR's work both in the country and worldwide and respond to routine enquiries;
5. Assist efforts to strengthen relations with the education sector to raise awareness by targeting students and teachers.
6. Liaise with J4U, UNIQLO and other partners on PI related issues.
7. Maintain and update UNHCR's photo and video library as well as maintain adequate stock of PI publications;
8. Perform any other PI related duties as may be required.

3. Monitoring and Progress Controls:

1. Analyze streaming of UNHCR web viewers' trends by making best use of available search mechanisms, such as Google's Insights for Search and/or Analytics.
2. Develop and deliver high quality UNHCR materials such as press releases, web stories, pamphlets, reports, videos and other PI tools.
3. Maintain updated list of media contacts.
4. Update FAQs and support the office in the absence of the Associate Communication/PI Officer on press and public queries.
5. Maintain and monitor developments with education sector.
6. Provide updates and monitor activities with partners.
7. Handle and record requests on photo/video usage.

4. Qualifications and Experience:

a. Education

Completion of Secondary education or equivalent technical or commercial school with certificate/training in International Relations, Social Science, Journalism, Web design and development or related field.

b. Work Experience

- Minimum 3 years of previous job experience relevant to the function;
- Proven ability to deal with multiple tasks in a service-oriented manner in demanding working conditions that often have short deadlines;
- Experience in desktop publishing and web creation skills, ability to work with Illustrator, Photoshop and other Adobe software, work experience as reporter and/or editor is an asset.

c. Key Competencies

- Good communicator with strong interpersonal and negotiation skills to deal with persons of different cultural and educational backgrounds;
- Excellent knowledge of written and spoken English and Japanese;