



Vacancy Notice

United Nations High Commissioner for Refugees
Representation in Germany

is seeking a

Assistant Communications Officer (NOA)

for an initial fixed-term employment of one year at UNHCR Berlin.

1. Organizational Setting and Work Relationships

In line with its Global Communications Strategy, UNHCR requires skilled communications professionals to conceive and execute a range of activities that help us lead the narrative on forced displacement, generate empathy and mobilize action. This body of work spans communications strategy and coordination, news and media relations, multimedia content production, social media engagement, Goodwill Ambassadors and other influencers, public outreach and campaigns, fundraising, analytics and brand.

UNHCR's Assistant Communications Officers need to cultivate a keen understanding of our target audiences—including an up-to-the-minute grasp of the methods and tone of voice that resonate deeply, win trust and spark quality engagement. They must be vigilant about editorial and journalistic standards, attentive to protection concerns and political sensitivities, and focused on communicating successfully with key demographics. These audiences will vary by location, language and platform, among other factors, as well as whether the aim is to inform, advocate or raise funds.

The Assistant Communications Officers' functions, working relationships and skills specializations differ depending on language, location, grade, and whether they sit within a country operation, a regional bureau or the Global Communications Service. UNHCR's primary target audiences include public, media and policymakers, while our main partners and influencers include peers and private sector, trusted figures and our own workforce. Some communicators will focus mainly on news and media relations, for example, while others will produce multimedia content, manage social media accounts or lead advocacy campaigns. Forging partnerships with media outlets that reach target audiences is a central role for all Assistant Communications Officers.

All Assistant Communications Officers are expected to work strategically in support of UNHCR's operational and communications objectives for their geographic area of responsibility (AoR) as well as global priorities. Communications approaches should reflect our core values as an organization that is caring, trustworthy, proactive, outcome-focused and responsive. This will reinforce UNHCR's role as the lead agency that protects refugees, internally displaced and stateless people and mobilizes action to provide solutions.

All UNHCR staff members are accountable to perform their duties as reflected in their job description. They do so within their delegated authorities, in line with the regulatory framework of UNHCR which includes the UN Charter, UN Staff Regulations and Rules, UNHCR Policies and Administrative Instructions as well as relevant accountability frameworks. In addition, staff members are required to discharge their responsibilities in a manner consistent with the core, functional, cross-functional and managerial competencies and UNHCR's core values of professionalism, integrity and respect for diversity.

2. Operational Context

The main objective of the Public Information Unit in Germany is to develop and support the implementation of clear advocacy strategies and to mobilize public and governmental support and actions. The Assistant Communications Officer will work closely with colleagues within the Public Information team of UNHCR but must also be able to perform high-level tasks independently, including but not limited to the production of videos, writing press releases and initiating social media campaigns. The Assistant Communication Officer will also work very

closely with the protection and external relations colleagues, with the view to provide coverage on protection and donor related activities. The Assistant Communications Officer has to work with television, radio, and news agencies, newspapers, and online media to promote and ensure the dissemination of UNHCR aims, activities and principles. This requires an excellent proficiency in the German language of a level of a native speaker. It is his or her task to manage and to coordinate social media accounts like Twitter, Facebook or Instagram. It is also necessary to stay abreast of technical developments.

Under the supervision of the Senior External Relations Officer, the Assistant Communications Officer will manage and coordinate all social media accounts of UNHCR Germany, organize conferences, answer and initiate media requests and draft statements for the Representative or press releases. He/she will have to be able to develop and maintain solid working relations with journalists and with relevant Government officials as well as with other external partners. He/she is expected to represent UNHCR in different forums therefore public presentation skills and overall knowledge of UNHCR work, including regionally and globally is an important desired feature.

Given that the media landscape in Germany is fast paced and complex, the Assistant Communications Officer shall also have expert knowledge of social media and digital engagement, preferably in the humanitarian or development area. Strong editorial judgement, including ethical and political awareness are important. Further, he/she should be able to propose creative and innovative social media strategies across various platforms to reach out to new audiences and promote UNHCR's strategic objectives in Germany. Video editing skills are desirable.

The Assistant Communications Officer might also be responsible for reporting tasks including fast English analyses of current political events in Germany. Experience working in sensitive and fast-moving news, communications, advocacy and/or fundraising contexts is hence required.

Because the Assistant Communications Officer usually communicates externally in German, it is necessary to have an excellent command of the German language.

3. Duties

- Assist in establishment of close working relationships with television, radio and news agencies to promote and ensure the dissemination of UNHCR aims, activities and principles.
- Assist in development of working relationships with the Government, NGOs and UN Agencies in order to raise interest and develop co-operation in inter-related activities.
- Organize UNHCR's public awareness campaign in the duty station.
- Draft bulletins and updates on UNHCR's operations in the duty station.
- Brief national and international media of developments in UNHCR's operations in the duty stations and accompany visiting media to the refugee camps where applicable.
- Assist in planning and organizing advertisements, exhibitions, training seminars, conferences, meetings, social events and other activities to promote a better understanding of UNHCR's activities and accomplishments by the general public and/or organized groups.
- Assist in preparation of communication budget.
- Perform other related duties as required.

4. Minimum Qualifications

Years of Experience / Degree Level

1 year relevant experience with Undergraduate degree; or no experience with Graduate or Doctorate degree

Field(s) of Education

*Journalism;
Communications;
Film / Video;*

*International Relations;
Public Information;
or other relevant field.*

*Political Science;
Media*

Relevant Job Experience

Essential

Minimum 1 year of professional experience in journalism and/or communications, mainly at international level.

Desirable

Strong social media presence. Experience working on advocacy campaigns. Experience working with goodwill ambassadors and other high-profile influencers. Experience with brand management. Experience with measurement and evaluation, especially providing analysis of media coverage, social media engagement, web traffic, etc. Experience reporting, writing, editing for magazines, newspapers and websites. Experience using digital asset management systems. Experience with digital analytics and performance reporting.

Functional Skills

CO-Digital content production
CO-Editing
CO-International Media Contacts
CO-Journalism (incl. print, broadcast, photography, video, layout & graphics)
CO-Preparation of key messages/talking points/speeches
CO-Public Speaking
CO-Spokesperson skills
CO-Video production for digital platforms (including news organizations)
IT-Web Content Management
MS-Drafting, Documentation, Data Presentation

Language Requirements

German native speaker and excellent command of English.

5. Competency Requirements

Core Competencies

Accountability
Communication
Organizational Awareness
Teamwork & Collaboration
Commitment to Continuous Learning
Client & Result Orientation

Managerial Competencies

Empowering and Building Trust

Cross-Functional Competencies

Analytical Thinking
Innovation and Creativity
Political Awareness

6. Closing Date

The closing date for applications is 16th of June 23:59 CEST. The desired start date of the position is 15th of August 2021.

7. Additional Information

Applicants must apply through the external UNHCR website:

<https://www.unhcr.org/careers.html> - Careers - Career opportunities - Other Opportunities - Vacancies and search by Job Opening number 27270.

Not signed, incomplete and late applications will not be accepted. Candidates must be German nationals.

Only shortlisted candidates will be contacted. Shortlisted candidates will be required to pass a written test and attend an interview via Teams or Webex.

For any questions regarding the position and application process, please send an email to Carlotta Mezger mezger@unhcr.org.