

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:	From 1 August 2019 to 31 December 2019 (possibility of renewal subject to funding and satisfactory performance)
Supervisor:	Associate Communication/PI Officer

1. General Background:

Japan is one of the largest donors to UNHCR and continues to provide strong political, financial and other support. It is the Office's main objective to effectively mobilise support from Japan for UNHCR's global activities, with a particular focus on both government and private sector fund-raising and partnerships for UNHCR operations worldwide, and to advocate for enhanced protection of refugees, asylum seekers and stateless persons in Japan. UNHCR Tokyo's public information and communication efforts aim at raising the general public's awareness on global displacement issues through public engagements and close interaction with influential media and social influencers. Strategic cooperation with partners such as Japan for UNHCR (J4U) and UNIQLO, for example, is crucial as it presents additional opportunities using their existing media and communication networks beyond Tokyo. Strengthening digital and print assets in contents and presentation as well as monitoring and analysing general and media trends in Japan also continue to be essential for UNHCR's successful work in Japan.

2. Purpose and Scope of Assignment:

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

1. Design PI publications / electronic PI tools aimed at promoting an enhanced understanding of UNHCR's aims and activities;
2. Assist with regard to the provision of information and updates on refugees and UNHCR to the media in Japan (television, radio stations, newspapers and news agencies) to keep them regularly informed on UNHCR's activities so as to ensure appropriate media coverage;
3. 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 other external partners such as J4U, UNIQLO, civil society, academia and other partners on PI related issues;

7. Plan and organize public events, including with partners such as J4U and NGOs;
8. Perform any other PI related duties as may be required.

Depending on the technical skills of the incumbent, a variety of IT/web management-related tasks will need to be performed in support of managing UNHCR Japan's website and social media presence.

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. Contribute to updating/translating 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;
8. Focal point for PI related purchase requests;
9. Initial contact for intern recruitment and supervision.

4. Qualifications and Experience:

a. Education

Completion of secondary education or equivalent technical or commercial school; certificates/completed training courses in international relations, social science, journalism, web design and development or other related fields.

b. Work Experience

- Minimum 2 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;
- Skilled in Photoshop/Illustrator/InDesign/Premiere Elements;
- Basic to advanced skills in trouble shooting IT-related issues;
- Skilled in planning and coordinating (medium/large) events collaborating with partners such as J4U;
- Able to take/edit photos and videos at a semi-professional level;
- Experienced in web design via Wordpress or similar web tools;
- Experienced 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.