

UN Volunteer Description of Assignment

1. **Description of assignment title: Communications and Outreach Associate**
2. **Host entity:** United Nations Volunteers (UNV)
3. **Mission and objectives:**
4. **Assignment country:** Sri Lanka
5. **Duty station:** Colombo
6. **Volunteer category:** National UN Volunteer Specialist
7. **Number of assignments:** 1
8. **Expected start date:** 7/1/24
9. **Set expected end date:** 31st December 2024
10. **Possibility of extension*:** Yes No

*Dependent on continuation of mandate, availability of funding, operational necessity, and satisfactory performance; there is no guarantee of assignment extension.

11. **Sustainable Development Goal (SDG):** 17. Partnerships for the Goals

Assignment context:

The United Nations Volunteers (UNV) programme is the UN organization that promotes volunteerism to support peace and development worldwide. UNV contributes to peace and development by advocating for volunteerism globally, encouraging partners to integrate volunteerism into development programming, and mobilizing United Nations Volunteers.

UNV is Headquartered in Bonn, Germany, with 6 Regional Offices in Amman (Jordan), Bangkok (Thailand), Istanbul (Türkiye), Nairobi (Kenya), Panama (Panama) and Dakar (Senegal). At country level, UNV is represented by the Field Units, integrated into the United Nations Development Programme's (UNDP) Country Offices and UNV Offices in the UN missions.

UNV Asia and the Pacific Regional Office covers 32 countries in the region, which provide oversight and strategic guidance to the UNV Field Units (FU) and non-Field (non-FU) units in their respective geographical assignments. The FUs and Non-FUs are mainly accountable for the placement of UN Volunteers mobilized for UN Agencies, Funds, and Programmes focused on peace, development and humanitarian needs. The UNV Field Units represent and position UNV in the respective countries and bring UNV's services and solutions closer to its partners from governments, UN entities, civil society and private sector. The Field Units are managed by Country Coordinators.

Reporting directly to the Country Coordinator, Field Unit, and with the technical guidance and supervision of the Regional Communications Officer or assigned communications focal point at regional level, the Communications and Outreach Assistant is responsible for communications activities and outputs (visuals, editorial content, social media) in support of the UNV program in the country (-ies), including content research, drafting and media production and regular update and maintenance of the UNV online country programme presence. In addition, he/she supports communications and outreach efforts, talent acquisitions activities and campaigns of the Field Unit in the assigned country(-ies). He/she closely coordinates his/her work with the communications team in the regional office and UNV headquarters and for talent acquisition actions with the regional Operations Analyst on Talent Acquisition.

12. **Task description:**

Reporting to the Country Coordinator or his/her designated mandated representative(s) and with the technical guidance and supervision of the Regional Communications Officer, the national UN Volunteer Specialist Communications and Outreach Associate will:

- Support development, updates and implementation of annual communication plans for the UNV Field Unit(-s);
- Support design and production of communications materials for the Field Unit in coordination with the regional office;
- Contribute to the development and implementation of the Regional Office Communication Plan through provision of ideas and inputs and support to communications/outreach activities in assigned countries within the region, as agreed with the regional office. This may include sourcing of volunteer success stories and visuals, supporting the management of social media channels of UNV Field Units in the region as well as carrying out of international travel in support of communications activities, as guided by the regional office;
- Organize communications data and information, prepare and maintain communications records, document and report on UNV country programme's communication activities implemented throughout the year;
- Support outreach and advocacy initiatives to raise visibility and media interest in the work of UNV and the contributions made by UN Volunteers at country level;
- Support promoting the volunteer stories through existing UN platforms and other agencies' social media channels through maintaining effective coordination;
- Support production of UNV photographic/video materials, newsletters, brochures, and other relevant materials at country level;
- Coordinate and facilitate UNV photo missions and other communications engagements of the regional office in the assigned country(-ies);
- Support organization and management of the International Volunteer Day (IVD) and other UN days (as applicable) events;
- Support media coverage for important UNV activities/operations and events, e.g International Volunteer Day (IVD);
- Maintain Field Unit(-s) social media platforms, and prepare social media content based on UNV country programme needs and regional priorities (international UN Days, relevant campaigns, etc.);
- Run regular social media and communication analytics at country level and produce relevant reports;
- Liaise with local influencers and mass media on partnerships for outreach activities;
- Analyse promising practices and lessons learned on advocacy, communication and development related issues to management decisions.
- Act as the Focal Point (FP) for UNV communications at country level, in liaison with, and direct supervision of the UNV Country Coordinator, participating in UNDP Country Office and other UN country system communications groups (e.g. United Nations Communications Group (UNCG), task forces for preparation and dissemination of UNV country programme's promotional and information materials and publicity;
- Extend and expand support to national and UN media for coverage of UNV country programme's related events and activities;

- Work with partner UN agencies and other partners at the country level for the publishing of information on UNV to ensure consistency of content and editorial products, regular visibility;
- Support the translation of communications materials when required, ensuring brand and quality of such materials.
- Provide multi-country (if applicable) communications and outreach support maintaining smooth coordination with the respective Country Coordinators and Regional Communication Officer

Talent Acquisition (with the technical guidance and supervision of the Operations Analyst on Talent Acquisition):

Support identification of local talent sourcing channels, challenges and trends, especially for hard-to-fill profiles on demand to develop prospective pipeline;

- Assist with utilization of innovative and proactive methods to attract and engage potential talents, including leveraging social media, professional networks and other relevant platforms;
- Establish and maintain relationships with external partners and talent providers to enhance talent acquisition capabilities and expand talent network;
- Support to wider dissemination of UN Volunteer vacancies at respective country (-ies) using the social media channels and other communications sources for attracting qualified candidates
- Support the regional office with sourcing UN Volunteer talents and analysis of national talent pool.
- Perform any other duties, related to the assignment, upon request of the direct supervisor.

13. Required education: Bachelor degree or equivalent

14. Area(s) of specialization (education): Communications, Mass Media, Journalism, International Relations, Multimedia, Graphics, Social Sciences, Digital Marketing, Business Administration

15. Required experience: 3 years

16. Required skills and experience:

- Bachelor degree or equivalent in Communications, Mass Media, Journalism, International Relations, Multimedia, Graphics, Social Sciences, Digital Marketing, Business Administration is required.
- 3 years of experience in communications, mass media, development of editorial social media content and promotional materials
- Previous work experience in volunteer organizations and/or international organizations is an advantage;
- Advanced computer literacy, including proficiency in various Microsoft Office applications, e-mail and Internet;
- Familiarity with design and editorial software is an asset;
- Have affinity with or interest in UNV's work, volunteerism as a mechanism for durable development, and the UN system;
- Excellent oral and written skills; excellent drafting, formulation, reporting skills;
- Accuracy and professionalism in document production and editing;
- Excellent interpersonal skills; culturally and socially sensitive; ability to work inclusively and collaboratively with a range of partners, including grassroots community members, religious and youth organizations, and authorities at

different levels; familiarity with tools and approaches of communications for development;

- Ability to work and adapt professionally and effectively in a challenging environment; ability to work effectively in a multicultural team of international and national personnel;
- Self-motivated, ability to work with minimum supervision; ability to work with tight deadlines;
- Sound security awareness.
- Fluency in English is required.
- Working knowledge in Sinhala or Tamil is required.

17. Area(s) of expertise

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|--------------------------------------------------------|-----------------------------------------------------------|
| <input checked="" type="checkbox"/> Administration | <input type="checkbox"/> Human resources |
| <input type="checkbox"/> Agriculture | <input type="checkbox"/> Information technology |
| <input type="checkbox"/> Architecture and settlements | <input type="checkbox"/> Legal affairs |
| <input checked="" type="checkbox"/> Arts and design | <input type="checkbox"/> Logistics and inventory |
| <input type="checkbox"/> Business management | <input type="checkbox"/> Manual labour and skilled trades |
| <input checked="" type="checkbox"/> Communication | <input type="checkbox"/> Natural and life sciences |
| <input type="checkbox"/> Community development | <input type="checkbox"/> Procurement and contracting |
| <input type="checkbox"/> Crisis and emergency response | <input type="checkbox"/> Product safety |
| <input type="checkbox"/> Development programmes | <input type="checkbox"/> Security and protection |
| <input type="checkbox"/> Economics and finance | <input type="checkbox"/> Social work |
| <input type="checkbox"/> Education | <input type="checkbox"/> Translation and interpretation |
| <input type="checkbox"/> Elections and governance | <input type="checkbox"/> Transport |
| <input type="checkbox"/> Energy and environment | <input type="checkbox"/> Volunteer management |
| <input type="checkbox"/> Engineering and construction | |
| <input type="checkbox"/> Facility management | |
| <input type="checkbox"/> Health | |

18. Languages: Fluency in **English** is required.

19. Competencies and values: Accountability

- Adaptability and flexibility
- Creativity
- Judgement and decision-making
- Planning and organising
- Professionalism
- Self-management

20. Living conditions and other remarks:

Sri Lanka is an island nation located off the south coast of India. An estimated population of around 21 million people is sheltered in this multi-ethnic, multi-cultural and multi-religious country. Colombo is situated in the Western Province of Sri Lanka and is the commercial capital of the country. The city is located on the west coast of the island, adjacent to the administrative capital, Sri Jayawardenepura Kotte. Bandaranaike International Airport is located 35km from Colombo and is served by the main international airlines. Sri Lanka is a

tropical country with moderate temperature and high humidity all throughout the year. Average temperature in Colombo ranges between 27 and 30 degrees Celsius. The island experiences two main monsoon seasons, where heavy rainfalls occur, from May to August and October to January. Rice and curry comprise the main dishes. Sri Lankan cuisine tends to be quite spicy. There are hotels and other types of accommodation options available in Colombo. Supermarkets, banking and medical facilities are present within the city. Telephone and Internet service is widely available. Phone plans and data are inexpensive; however, it should not be expected that the internet services work consistently or at a high speed. At present Sri Lanka is undergoing high inflation and an economic crisis. The public unrest and protests are common. The prices of common commodities fluctuate on a daily basis and shortages can also be experienced. Main health advisories are related COVID 19 and Dengue, which is also highly prevalent in Sri Lanka, especially after the rainy seasons. Mosquito repellent is available in all local drug stores. Sri Lanka is a unique country and UN is providing unique humanitarian operations in Sri Lanka. It provides for an interesting and enriching environment, but also requires a mature level of cultural awareness, as well as more resilience and commitment than elsewhere to make life comfortable and affordable. Therefore, flexibility and the ability and willingness to live and work in challenging conditions, involving physical hardship and little comfort, are essential. As this is a national UN Volunteer assignment, the UN Volunteer will be responsible for arranging his/her own housing and other living essentials. National UN Volunteers are part of the malicious acts insurance plan.

21. Driving license needed: Yes No

22. Assignment is reserved exclusively for persons with disabilities: Yes No

23. Reasonable accommodation: Yes No

24. Accessibility measures in place:

25. Additional accessibility info:

Other information

Inclusivity statement

United Nations Volunteers is an equal opportunity programme that welcomes applications from qualified professionals. We are committed to achieving diversity in terms of gender, care protected characteristics. As part of their adherence to the values of UNV, all UN Volunteers commit themselves to combat any form of discrimination, and to promoting respect for human rights and individual dignity, without distinction of a person's race, sex, gender identity, religion, nationality, ethnic origin, sexual orientation, disability, pregnancy, age, language, social origin, or other status.

Note on Covid-19 vaccination requirements

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W. www.unv.org

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Selected candidates for certain occupational groups may be subject to inoculation (vaccination) requirements, including against SARS-CoV-2 (Covid-19) in line with the applicable host entity's policy

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