

Profile: Media and communications specialist

Required Qualifications

Education

- University degree in journalism, communications, international relations or social science;
- Desirable: Studies or experience-based knowledge of communications techniques and media relations.

Experience

- Several years of experience as a journalist or in a media organization (television, radio and/or print), at national or international level, or in the organization involved in information and communications projects and/or tactics related to humanitarian crises and response relief interventions;
- Experience in planning and implementing media and communications projects tactics, including the development of audio and visual materials and tools;
- Knowledge or understanding of WHO mandate and goals in emergency response relief or experience in similar positions in the UN or NGOs.

Personal skills

- Maturity, initiative, tact and a high sense of responsibility;
- Willingness and ability to work in hardship environment;
- Readily available for deployment in emergency situation;
- Ability to work in close collaboration with different nationalities and cultural backgrounds;
- Excellent knowledge of English or French with a good knowledge of the other. Other UN languages would be an advantage.

Terms of Reference

Overall objective

To promote an effective partnership between WHO HAC and the media, including the promotion of WHO interventions and results in crises and build contacts and networks with the press/media.

Specific objectives

- To identify, in close collaboration with field staff, subjects of interest to develop/improve media/communications activities, including audio-visual, photographic and printed materials and tools, television and radio programs, multimedia presentations, videos, press releases as well as websites to promote WHO achievements and results in crises and build contacts and networks with the press/media;
- To support broadcast media and journalists in promoting a better and increased understanding of Health Action in Crises in emergency situations.

Main tasks

- Identify subjects of interest to develop and improve media/communications activities and ensure the dissemination of information, including advising on tactics, the elaboration of state-of-the-art materials and tools for emergency response for relief efforts at country level;
- Produce and disseminate communications materials and media tools, including audio-visual, photographic and printed materials, television and radio programmes, multimedia presentations, videos and press releases, etc., to promote WHO/HAC visibility, achievements and success stories;
- Establish and maintain a network of contacts in the press/media world to ensure and promote the dissemination of information on emergency response and relief efforts, organizing interviews and filming opportunities to support high-visibility of WHO humanitarian work through television, radio and newspapers exposure, providing support to broadcast media and journalists and facilitating their access to related information, as appropriate;.
- Update WHO/HAC websites, monitoring and evaluating their access on the basis of guidelines and standards used throughout the Organization to ensure consistency of approach, critically reviewing and improving contents, architecture and design;
- Research and write feature stories, messages in line with WHO communications strategies bringing in a human element from personal experience.