

NOTICE FOR VACANCY

Communications Associate for COVID-19 Response



**World Health
Organization**

Representative Office
for the Philippines

1. Summary

The World Health Organization, Country Office in the Philippines is looking for an individual contractual partner that can provide technical assistance in communications to support strengthen the risk communications to the ongoing Coronavirus Disease 2019 (COVID-19) pandemic under short term consultancy (STC) contract.

The deadline for submission of applications is 30 September 2021.

2. Background

On 31 December 2019, WHO was informed of cases of pneumonia of unknown cause detected in Wuhan City, Hubei Province of China. The pathogen was subsequently identified as a Severe Acute Respiratory Syndrome Coronavirus 2 (SARS CoV-2) with cases detected worldwide. On 31 January 2020, WHO declared the Public Health Emergency of International Concern (PHEIC) and Coronavirus Disease 2019 (COVID-19) has been characterized as pandemic by the WHO Director-General. As cases continue to be reported globally, enhanced preparedness and response efforts are required in the Region. The COVID-19 response operations in the Region are expected to continue for many more months.

Outbreak Response

The Communications Associate is needed to support effective country response operations related to the COVID-19 pandemic, with a technical focus on risk communications, content development, and monitoring and insights as part of the Incident Management Team (IMT), WHO Country Office in the Philippines that is supporting the national response.

3. Timeline

The implementation timeline for the contract is from 6 October 2021 to 15 March 2022.

4. Place of Assignment

The consultancy will be based in Manila.

5. Scope of Work

Under the overall supervision of the WHO Representative to the Philippines and COVID-19 Incident Manager (IM) and direct supervision of Risk Communications and Community Engagement (RCCE) Pillar Lead, the consultant will provide technical and operational assistance to the COVID-19 response activities with a focus on risk communication including monitoring and reporting risk communications initiatives.

Output 1: Serve as intermediary for the Country Office for all social media accounts, producing and curating content that reflects communications priorities and key messages

Deliverable 1.1: Develop high-impact social media content, including infographics, newsletters, presentations, photo essays, videos, and other multimedia formats for the COVID-19 response and routine programs

Deliverable 1.2: Produce social media content from the field, including photos and short videos that showcase WHO's operational work and that of partners in support of COVID-19 interventions

Deliverable 1.3: Monitor and moderate comments on social media posts, intervening as appropriate to answer questions and guide the conversation

Output 2: Develop and maintain monitoring and reporting tools for the measurement, evaluation and learning (MEL) of RCCE initiatives and routine programs

Deliverable 2.1: Develop a data collection system and dashboard from various sources for social listening, event-based surveillance, rumour tracking, among others (e.g. Google Trends, Meltwater, Tweetdeck, WHO EARS, and other similar platforms)

Deliverable 2.2: Collect and analyze digital insights to gauge key metrics on campaigns and page performance to inform results-based decision-making and drive the effective use of resources

Output 3: Provide editorial and technical support to RCCE initiatives and media relations

Deliverable 3.1: Assist in the production, curation, translation, and/or dissemination of communication materials such as website stories, press releases, talking points, advocacy toolkits, among others

Deliverable 3.2: Coordinate with relevant IMT colleagues on gathering insights from health education and promotion officers, public information officers, and other health communicators on local RCCE initiatives and potential areas of support from WHO

Deliverable 3.3: Identify and assess various groups and influencers in digital and advocacy networks to support COVID-19 vaccination efforts and broader WHO immunization and health activities

Output 4: Submit monthly work reports as well as an end of consultancy report

Output 5: Perform other tasks as required

6. Qualifications

The Communications Associate must fulfil the following qualifications:

Education and Certifications

- University degree in communications, digital communications, communication research, public relations, marketing, journalism, health promotion, humanities, or related field
- Advanced degree or certification in monitoring and evaluation, digital marketing, data analysis, data visualization or other related fields

Work experience:

- Essential: Minimum of three (3) years of work experience in communications, advocacy, public relations, media relations, marketing or related work; demonstrated experience in digital communications, communication research, social listening, writing, graphic design, photography, videography, and audio production
- Desirable: Previous experience working with the World Health Organization, other United Nations agencies, the Department of Health, or other development organization

Technical skills and knowledge:

- Demonstrates very good understanding of and skills in risk communication and community engagement, health promotion, and advocacy
- Proficient writer and able to present data and content visually
- Strong quantitative and qualitative analytical skills
- Demonstrated experience and knowledge of social listening and monitoring, including intermediate skills in most of these platforms: Meltwater, Google Trends, CrowdTangle, TweetDeck, among others

- Demonstrated experience and skills in multimedia production using Adobe software, Canva, and other similar platforms
- Proven ability to develop quality reports and analyses with minimal direction

Competencies

- Creative, resourceful, and has meticulous attention to detail and accuracy
- Able to adapt to relevant and reasonable project demands and submit deliverables within timelines
- Results-oriented and collaborative attitude at work
- Demonstrates exceptional ability to remain calm, in control, and with a positive attitude even under intense pressure and tight deadlines

Language requirements:

- With excellent verbal and written communication skills in English and Filipino

In addition, the contractual partner must have no direct or indirect interest in the tobacco industry, alcohol industry, arms dealing or human trafficking, and breast milk substitutes.

7. Medical Clearance

The selected Consultant will be expected to provide a medical certificate of fitness for work.

8. Travel

The Consultant may be expected to travel within the country to carry out mission/s, if needed.

9. Submission Requirements

Interested institutions and/or individuals should submit electronic copies of the following:

- Cover letter
- Curriculum vitae

Address all applications to:

Dr Rabindra Abeyasinghe

WHO Representative to the Philippines
Ground Floor, Building 3, Department of Health
San Lazaro Compound
Rizal Avenue, Sta Cruz, Manila

Please submit the electronic copy of the applications with the title: **Communications Associate for COVID-19 Response** to Mrs Ying Chen (cheny@who.int) with a copy to wpphlwr@who.int. Only shortlisted applicants will be contacted by WHO Philippines.

Deadline of submission of proposals is on **30 September 2021**.