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**JOB DESCRIPTION**

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| **Official Job Title:** | **Communications and Advocacy Analyst** **Duty Station: La Paz** |
| **Grade (Classified)** | **NOA**  |
| **Post Number:** | **00195023** |
| **Post Type:** | **[ ]  Rotational** **[x]  Non-Rotational** |
| **Classification Authority:** | **Date:**  |

**1. Organizational Location**

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| The Communications and Advocacy Analyst will be located at the UNFPA Country Office (CO) in Bolivia (La Paz) and will be reporting to the Representative.  |

**2. Job Purpose**

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| Under the direct guidance of the Representative and technical guidance of the Assistant Representative, this position substantively contributes to the effective to the work of the communications and advocacy as a crosscutting strategy for the Country Programme Document (CPD). The position technically supports and guide the office in building strong and trusted relationships with the media and the community by informing and involving them in the organization’s activities. It also contributes to building and strengthening emerging or existing partnerships around UNFPA’s mandate, with a wide range of stakeholders, from the government to civil society, donors, and communities, especially youth, adolescents, and the furthest behind populations. This also involves documenting UNFPA’s works, facilitating media briefings and trainings, preparing talking points or key messages for media interviews, sharing press releases or written press materials, and other material based on the audience’s needs, and also executing social media campaigns. Media and communications must effectively influence media to create visibility of UNFPA’s mandate while positioning it on the public agenda. The Communications Analyst is a substantive contributor to the programme team in the Country Office in coordinating development and implementation of the office’s advocacy and communication plans.  |

**3. Major Activities/Expected Results**

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| **Advocacy and communication:** * Create relationship with media houses, individual editors and journalists to influence their analysis of sexual and reproductive health and rights (SRHR), gender and youth issues and regular coverage in the public media.
* Constantly monitor and analyze the country context (environmental scanning) and share/discuss inputs with the team to adjust advocacy/ communication strategies and identify challenges and opportunities.
* Work with the Representative, the Assistant Representative, and Programme officers (population and development, gender, and youth and adolescents, and SRH) to identify the whole-office-priorities for advocacy and communication actions, in support to the implementation of the Country Programme Document (CPD).
* Based on the constant analysis of the country context, identify and implement/ monitor risk mitigation actions related to advocacy and communication, and provide guidelines and advise on this matter.

**Media outreach and visibility** * Develop an inventory of social media platforms relevant to promoting UNFPA priorities. map out audiences based on the programmatic needs and develop/ implement the audience-specific actions.
* Assist in developing and implementing a digital communication technology (including social media) to promote UNFPA voice. This includes contributing to stories, articles, tweets and photographs to relevant social media platforms.
* Work with various thematic Programme officers and project officers (at departmental level) to develop appropriate communication and advocacy actions and products to continue strengthening UNFPA’s communication and visibility.
* Track the use of social media for social development and make recommendations on trends and further improvements.
* Assist in planning and executing media campaigns and other events on UNFPA mandate. This could be electronic (radio, television, cyber), social media (you-tube, Facebook, twitter, etc.), or print (newspapers, newsletters, books, brochures, flyers, etc).
* Mobilize for paid and donated space and airtime in the media for placements of press statements through building partnerships, op-eds or essays/ key messages from Country Representative, Executive Director‘s statements in the local media, radio and TV programmes, talk-shows, news items and interviews with the Country Representative or designated Senior Programme Staff.
* Maintain an updated contact of writers, journalists and media for effective publications of UNFPA’s generated information.
* Coordinate UNFPA events based on the office’s advocacy and communication plans, to ensure smooth delivery of related communications and advocacy deliverables, including dissemination of evidence or data generated by the office.
* Ensure regular analysis of Media reporting and Media Reviews and discuss key findings with programme officers to adjust the office’s communication and advocacy plans.
* Coordinate UNFPA events to ensure smooth delivery of related communications deliverables.

**Coordination and programme support*** Participate in media and communication meetings related to the implementation of communication and advocacy strategy for UNFPA.
* Scan trip reports, Note to the File and other publications for newsworthy stories for follow-up and further actions.
* Coordinates with the programme/ project officers, the production and ensure quality assurance of media materials (e.g., films, video, audio-visual, printed materiales or publications etc.), to complement media packages for communicating UNFPA’s mandate, messages for media, web, events, and campaigns.
* Plan, implement and monitor communication and advocacy actions (including communication for behavioral changes) according to the approved budget and activities for specific donor-funded programs such as KOICA and Sweden.
* As a member of the UN-wide communication group, contribute to planning, implementation and reporting of communication actions in support to the United Nations Sustainable Development Cooperation Framework (UNSDCF).

**Knowledge management and capacity building** * Document UNFPA’s good practice, lessons learned, and other human-interest stories for sharing with partners and donors. In collaboration with programme or project officers, develop and implement a plan for using the evidence generated by UNFPA, including dissemination and advocacy events and propose user-friendly knowledge products.
* Prepares background communication and promotional materials for briefings and visits of media, celebrities, donors, UNFPA’s HQ or regional office, and other special interest groups. Assists in the planning, logistic and administrative arrangements for them, ensuring a high levels of visibility and media coverage.
* Repackage the office’s annual report and other information/ elements in user-friendly and innovative materials to be used for marketing/ visibility purpose.
* Promote knowledge sharing, technical tools, and exchange of experiences related to UNFPA’s mandate, across media, journalists, and other actors in communication.
* Plan and implement continued capacity strengthening of the UNFPA team in communication and advocacy.
* Day-to-day management and supervision of the communication team.

***Partnerships and visibility*** * Prepares background communication and promotional materials for briefings and visits of media, celebrities, donors, UNFPA’s HQ or regional office, and other special interest groups. Assists in the planning, logistic and administrative arrangements for them, ensuring a high levels of visibility and media coverage.
* Ensures all UNFPA supported IPs adhere to the standards of UNFPA visibility/branding and consistently acknowledge the support provided through their media products such as speeches, presentations and other promotional materials.
* Contribute to visibility and partnership actions to strengthen donor relationships, including quality control of donor reports (including user-friendly design) and development of visibility protocol or plan for each donor, based on their needs and agreed workplan.
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**4. Work Relations**

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| Internal partners include other staff in the country office; close collaboration with the team member (two communication assistants) and other Porgramme officers, as well as Project officers in three locations, under the coordination of the Assistant Representative, with direct supervision of the Representative. External partners include project implementation partners of the Country Offices programme, academic institutions’ professional societies, NGOs, IGOs, and other UN agencies.  |

**5. Job Requirements**

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| **Education:** Master´s degree in Development studies, Journalism, communications, public policies, international relations, human rights/ gender, or other related degree. In lieu of master´s degree, a first level university degree can be considered when combined with an additional 2 years of relevant qualifying experience over and above the minimum requirement (i.e. 4 years instead of 2 years) **Knowledge and Experience:** * Minimum two years of increasingly responsible relevant professional experience, preferably in Communications, Sexual and Reproductive Health, Gender, Population and Development, Public Health and /or any related fields.
* Experience working in communication or advocacy in the areas related to UNFPA”s mandate (e.g. sexual and reproductive health and rights, prevention of gender-based violence, youth and adolescents, gender equality, intercultural communication, and human rights focusing on the most vulnerable populations)
* Good knowledge management and strong advocacy skills including monitoring media coverage (including social media), communicating knowledge tools or materials, and partnership building and resource mobilization.
* Sound analytical skills related to country context or situation, and stakeholder mapping, and ability to use the analysis
* Experience with, or knowledge on the UN system in general and especially UNFPA mandate is a strong asset.
* Capacity to develop, implement, and monitor communication and advocacy strategies or plans, including ability to link communication actions with behavioral and social changes, and providing communication materials for specific audience, such as youth and adolescents.
* Familiarity with designing, implementing and monitoring communications campaigns and events, including the use of social media and innovative technologies.
* Excellent computer/information systems skills, including knowledge on social media and other innovative technologies or communication tools/ methods.

**Languages:** * Excellent oral and written communications and editing skills in Spanish (fluency required) and good communication skills in English, especially oral and writing skills;

**Other Desirable Skills:** Initiative, sound judgment, strong interest in development work, especially the mission of the United Nations Population Fund and dedication to the principles of the United Nations.**Required Competencies:** **Values:*** Exemplifying integrity,
* Demonstrating commitment to UNFPA and the UN system,
* Embracing cultural diversity,
* Embracing change

**Core Competencies:*** Achieving results,
* Being accountable,
* Developing and applying professional expertise/business acumen,
* Thinking analytically and strategically,
* Working in teams/managing ourselves and our relationships

**Functional competencies*** Media/Advocacy/ Advancing a policy oriented agenda
* Results-based programme development and management
* Innovation and marketing new approaches
* Leveraging the resources on national governments and partners/building strategic alliances and partnerships.
* Digital media
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**6. Signatures/Certification:**

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| **Incumbent’s Name & Signature** **(If Applicable)** | **<Enter Incumbent's Name Here>****<Date>** |
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| **Immediate Supervisor’s Name & Signature & Representative**  |  **Direct supervisor/ Representative****<Date>** |