



## General Secretariat (GS)

Geneva, 20 May 2016

E-mail: [erecruit@itu.int](mailto:erecruit@itu.int)

To the Director-General

### **Circular letter No. 24**

Subject: **Vacancy Notice No. 18P-2016/SG-SPM/EXTERNAL/P4**

Dear Sir,

The post described in the Annex is to be filled at ITU Headquarters.

The relevant job description with the qualifications required, as well as all other useful information, is annexed hereto.

Administrations are requested to circulate vacancy notices to all potential sources of recruitment including universities, institutes, associations of engineers and the private sector as the case may be.

**I would be grateful if Administrations would invite qualified candidates and especially woman candidates to apply for the above position not later than 20/07/16 on ITU web site: <http://www.itu.int/employment/Recruitment/index.html>**

The Plenipotentiary Conference adopted the Resolution 48 (Rev. Guadalajara, 2010), affirming that: "... in choosing between candidates who meet the qualification requirements for a post, preference shall be given to candidates from regions of the world which are under-represented in the staffing of the Union, taking into account the desirable balance between female and male staff."

At its 2001 session the Council approved Resolution 1187 encouraging Member States and Sector Members to suggest for ITU staff positions, especially at Professional and higher levels, appropriately qualified woman candidates.

Yours faithfully,

Mr. Houlin ZHAO  
Secretary-General

Annexes: **Vacancy Notice No. 18P-2016/SG-SPM/EXTERNAL/P4**



*ITU is the leading United Nations agency for information and communication technologies, with the mission to connect the world. To achieve this, ITU manages the radio-frequency spectrum and satellite orbits at the international level, works to improve communication infrastructure in the developing world, and establishes global standards that foster seamless interconnection of a vast range of communication systems. ITU also organizes global Telecom events bringing together the most influential representatives of government and the private sector to exchange ideas and knowledge for the benefit of all.*

## VACANCY NOTICE N° 18P-2016/SG-SPM/EXTERNAL/P4

Date of Issue: 20 May 2016

Currently accepting applications

*Applications from women are encouraged*

Functions: Senior Media and Communications Officer Post Number: PM04/P4/210

Deadline for Applications (23.59 Geneva CH) : 20 July 2016

Duration of Contract: 2 years with possibility of renewal for 2 additional years

Type of Appointment: Fixed-term Appointment

Duty Station: Geneva, Switzerland

Grade: P4

### Organ:

The General Secretariat directs all the administrative and financial aspects of the Union's activities, including the implementation of the provisions of the administrative regulations on operational questions, the dissemination of information on telecommunication matters for operational and other purposes, the provision of legal advice to the Bureaux of the Union and the departments of the General Secretariat, logistic support to the Union's activities including conferences, the coordination of the work of the Union with other international organizations, the dissemination of information to the Member States and Sector Members, press, corporate and individual users of telecommunications and the general public. The General Secretariat is also responsible for the organization of world telecommunication exhibitions and forums.

### Organization Unit:

Within the General Secretariat, the Strategic Planning and Membership Department (SPM) advises the Secretary-General on strategic challenges and their implications for the Union in the fast evolving telecommunications/ICT environment; develops forward-looking strategic proposals to the ITU management team with a view to ensuring that the organization meets the objectives assigned by the membership; plans and coordinates the corporate and strategic activities with a view to ensuring their accordance with membership objectives; organizes and

provides secretariat services to the Plenipotentiary Conference, Council, and other meetings in the general secretariat in order to achieve a high level of involvement from Member States and Sector Members, develops and maintains sound relations with Member States, Sector Members and other entities, the UN and other international organizations. The Department is also responsible for providing expert advice on communication and promotion strategies and for developing and implementing the Union's corporate communication plan in cooperation with the three Sectors with a view to promoting ITU leadership in the field of telecommunications and ICT.

### Duties / Responsibilities

Under the supervision of the Head of the Corporate Communications Division, the incumbent performs the following duties:

- Research, write creatively and speedily and/or edit press releases, articles, features, opinion/editorials and other information products on a broad range of issues, and for a variety of media and channels - print, radio, television, online news and social media - as well as for priority ITU audiences (ITU members). Serve as the focal point and, when directed, official spokesperson, for all ITU media enquiries. Establish and maintain regular contacts with reporters and editors of key national and international media worldwide, pitch stories and convince them of their news value.
- Analyze the effectiveness of the Union's media relations activities and advise the Head of Corporate Communications on possible strategic changes. Work proactively with media representatives around the world to promote an accurate image of the Union and its activities and position ITU as a pre-eminent ICT organization and the UN lead agency for ICT.
- Creatively develop and implement innovative and effective PR campaigns and communication strategies around ITU key issues and/or major events. Develop compelling press and membership outreach collateral comprising a mix of written, audio-visual and social media materials, optimally adapted for ITU campaigns and events.
- Develop, write and edit official English statements and speeches (written and oral), as required, for the Secretary-General and the Deputy Secretary-General, synthesizing complex global issues into simple yet powerful statements, identifying and applying new methods of communication; and reviewing official English language communication originating from the Office of the Secretary General for dissemination.
- Assist and advise ITU's audio-visual team in developing engaging audio and visual collateral and digital online events, writing and editing scripts and storyboards to ensure all materials reinforce ITU's brand and positioning. Oversee and continually optimize ITU's online Media Centre web pages.
- As needed, develop short briefings on specialist topics for use by ITU experts when dealing with the media, and provide guidance to ITU experts on communication tactics, where required. Oversee and continually optimize ITU's system for media monitoring, including tailored reports, analysis, performance tracking and regular reporting to senior ITU staff.
- Prepare ITU press releases for distribution, and oversee optimized distribution via ITU's digital platforms, in close collaboration with colleagues producing audio-visual, online information and social media content.

- Manage ITU press conferences as required: logistics (venue, equipment, webcast, access, photography, etc.), announcements and invitations, direct soliciting of media interest, briefing notes for the Secretary-General and elected officials, liaison with podium speakers, serving as 'MC' as required, and follow-up.
- Ensure the effective management of the official UN media accreditation system and the provision of appropriate working facilities for journalists at ITU events.
- Identify and manage the need for media, communications and on-screen training of ITU media resource persons; organize and coordinate training as required.
- Provide support to ITU's three Bureaux for media relations activities, where requested. Actively liaise with ITU teams, as required, to ensure effective information flows, identification of opportunities, and reactivity.
- When required act as focal point for ad hoc communications networks and task forces from the UN System or ITU Membership. Present the ITU and/or serve as panelist/speaker at selected events representing ITU.
- Perform other duties as required.

## Qualifications required

### Education:

Advanced university degree in communications, journalism, international relations, public relations, public administration or a related field OR education in a reputed college of advanced education with a diploma of equivalent standard to that of an advanced university degree in one of the fields above. For internal candidates, a first university degree in one of the fields above in combination with ten years of qualifying experience may be accepted in lieu of an advanced university degree for promotion or rotation purposes.

### Experience:

At least seven years of progressively responsible experience in communications, journalism, digital media, public relations, marketing, including at least three at the international level. A Doctorate in a related field can be considered as a substitute for three years of working experience.

### Languages:

Knowledge of one of the six official languages of the Union (Arabic, Chinese, English, French, Russian, Spanish) at advanced level and knowledge of a second official language at intermediate level. Knowledge of a third official language would be an advantage. (Under the provisions of Resolution No. 626 of the Council, a relaxation of the language requirements may be authorized in the case of candidates from developing countries: when candidates from such countries possess a thorough knowledge of one of the official languages of the Union, their applications may be taken into consideration.)

### Competencies:

- Solid writing and editing skills; ability to write analytically, concisely and speedily and have a high-quality, high-volume output.
- Excellent knowledge of the media landscape including reporters and editors and their specialization as well as media working methods, imperatives and constraints; multi-channel digital media opportunities, proven record of placing stories through personal contacts in key media.

- Highly developed public speaking skills.
- Ability to judge newsworthy information.
- Excellent organizational skills and ability to manage several different tasks with differing priorities simultaneously and deliver fast and accurately without affecting quality under tight deadlines.
- Ability to learn quickly and work as a team member in a fast-paced, deadline-oriented environment. This can involve working beyond the normal official hours so as to meet the critical production deadlines.
- Discretion and sound judgment in applying expertise or complex and/or sensitive issues.
- Enthusiasm for working in a multilingual, multicultural environment.
- Very good computer and social media skills (word processing, main social platforms, experience with media management and CRM systems beneficial).
- Ability to liaise effectively at the highest political level.
- Service-oriented personality, initiative and resourcefulness in problem-solving and in job improvement.

## Remuneration

### Annual Salary: (Net of Tax)

129,573.- USD - 167,905.- USD without dependants

139,142.- USD - 181,525.- USD with dependants

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Applicants will be contacted directly if selected for written test. Interviews may be used as a form of screening.

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For further information concerning the Conditions of Employment please click [the following link](#)

Applicants will be contacted only if they are under serious consideration

Currently accepting applications



ITU is a smoke-free environment