



**World Food
Programme**

**联合国世界粮食计划署
中国办公室**

Fighting Hunger Worldwide
抗击全球饥饿

Communications Officer (NOB)

Duty Station: Beijing, China

Application Deadline: 12 April 2018 (Midnight Beijing, China)

Type of Contract: Fixed-Term Contract

Languages Required: English, Chinese

Expected Duration of Assignment: One year, renewable on an annual basis upon satisfactory performance & availability of funds

Duties and Responsibilities:

Under the general supervision of the Director of China Office, and the direct supervision of the Deputy Director, the incumbent is responsible for, but not necessarily limited to, the following assigned duties:

1. Implement country specific communication work plans designed to maintain and enhance the visibility and reputation of WFP, as well as support fundraising activities, ensuring alignment with overall communications and WFP strategies.
2. Contribute to communications through good research, analysis of assigned area of work and timely preparation and distribution of information products to target audience(s).
3. Maintain a contact list of journalists and media outlets and support the flow of news/information about WFP's work to the media, in order to support regular and appropriate communications.
4. Support the social media plan by developing social media content, and utilising platforms, networks and partners to enhance coverage and support of WFP's activities.
5. Generate donor specific visibility content including, text, photos, videos and audio for use across a range of integrated online platforms, in order to support global and country fund-raising activities, ensuring consistency with corporate messages.
6. Monitor and analyse traditional and social media to inform the development and/or evaluation of communication activities and strategies.
7. Maximize the visibility of the WFP China office through outreach and events, including use of celebrity partners.
8. Guide and supervise more junior staff, acting as a point of referral and supporting them with more complex analysis and queries.



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9. Collate outreach data to contribute to the preparation of accurate and timely reports, Support communications activities that enable informed decision making and ensures consistency of information presented to the media and other stakeholders.
10. Support capacity building of WFP staff on all aspects of communication, provides advice and guidance within area and level of expertise, in order to ensure that all activities meet desired standards of consistency, quality and impact. For example the design and review of training materials.
11. Liaise and interact with WFP staff and external counterparts to support aligned activities and a coherent approach to communications within WFP.
12. Follow standard emergency preparedness practices to support WFP to quickly respond and deploy food and needed resources to affected areas at the onset of a crisis.
13. Other as required.

FUNCTIONAL CAPABILITIES: Capability Name
Media and Influencer Relationship Management

Description of the behaviour expected for the proficiency level

Media and Communication Expertise

Demonstrates ability to build and sustain effective collaborative relationships with key media contacts and influencers in area of expertise to raise the profile of WFP, build relationships and further organisational aims. Facilitates open verbal or written communication with media and influencers as required (i.e. through preparation of tailored written or visual materials presentations, and official documentation) to convey tailored messages. Engages in mutually informative discussion with media and influencers.

Specialised Knowledge in Communications

Uses sound theoretical knowledge of communications concepts to generate or facilitate the generation of effective communication materials across various media. Applies this to define work plans aligned to identified areas of WFP's communications strategy.

Sociopolitical Contextual Understanding

Demonstrates deep understanding of the multilateral/interagency environment and the dynamics in which WFP operates which influences approach to working, policy development and decision making.

Communication Strategy and Planning

Applies advanced understanding of WFP communications strategy and best practice to effectively develop strategies to engage with media and other significant external stakeholders within area of responsibility. Oversees implementation, providing recommendations for improvement.

DESIRED EXPERIENCES FOR ENTRY INTO THE ROLE:



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- Has gained experience in utilising specialist communications techniques to enhance functional outputs
- Has provided direction and instruction to more junior staff members within area of expertise

STANDARD MINIMUM ACADEMIC QUALIFICATIONS:

Education:

Advanced University degree in Journalism, International Relations, Public Relations, Communications or other relevant field, or First University degree with additional years of related work experience and/or trainings/courses.

Language:

International Professional: Fluency (level C) in English and Chinese.

Additional Information:

- Applications received after the closing date will not be considered.
- Only those candidates that are short-listed for interviews will be notified.
- Your application will be screened based on the information provided in your profile. We strongly recommend that you ensure that the information is accurate and complete including employment record, academic qualifications and language skills.
- All female and male candidates are equally encouraged to apply for this position which is open for Chinese nationals only.

To apply please send us the Personal History Form (P11) no later than 12 April 2018:

- E-Mail: HR.wfpchina@outlook.com with Subject "Communications Officer - Ms/Mr. (Candidate's Name)"