

I. Position Information

Job Title: Communications Analyst

Current Grade: SB5

Organizational Unit: Sao Paulo (Brazil CO)

Position Number:

Reports to (Title/Level): Regional Programme
Coordinator/P4

II. Organizational Context

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

In 2015, on 25 September, the United Nations General Assembly adopted unanimously the Resolution 70/1 *Transforming our World: the 2030 Agenda for Sustainable Development*. Gender equality and women's empowerment is at the heart of the agenda, as numerous goals and targets address structural barriers to achieve equal rights and opportunities between women and men, girls and boys.

One of the key areas of concern is the economic empowerment of women. It is expressed in targets and indicators of SDG 5 (Achieve gender equality and empower all women and girls) and SDG 8 (Promote inclusive and sustainable development, decent work and employment for all). Progress toward it depends not only on the adoption of a set of public policies by governments, but also on the existence of an enabling environment and active engagement of the corporate sector. This is also relevant to the achievement of SDG 17 (Revitalize the global partnership for sustainable development).

About 90 per cent of jobs in the world are in the private sector. This represents a huge potential to implement transformative actions in the world of work and social responsibility in favour of women, benefiting the whole society. There is an increasing consciousness, interest and commitment of private and public sector companies on the value and benefits of gender equality and the economic empowerment of women and its role to achieve it.

UN Women - in partnership with ILO and European Commission - is proposing the regional programme "Win-Win: Gender Equality Means Good Business" to contribute to the economic empowerment of women, recognizing them as beneficiaries and partners of growth and development, by increasing commitment of private companies to gender equality and women's empowerment and strengthening companies' capacities to implement these commitments. The action will ultimately contribute to the achievement of gender equality through enabling women's labour force participation, entrepreneurship, economic empowerment and thus their full and equal participation in society.

The guiding platform will be the Women's Empowerment Principles. The WEPs are a set of Principles for business offering guidance on how to empower women in the workplace, marketplace and community.

Coordinated by UN Women and the UN Global Compact, the Principles emphasize the business case for corporate action to promote gender equality and women's empowerment and are informed by real-life business practices and inputs gathered from across the globe.

Targeting women led enterprises and networks, multi-national companies, and relevant stakeholders in Europe and selected Latin American and Caribbean countries, the project will promote business links, joint ventures and innovation between women from both regions, while supporting inter-regional dialogue and exchange of good practices to increase the capacity of the private sector more broadly in the implementation of gender equal business.

It thus aims to support businesses, employers, workers and trade unions to address gender inequality faced by women in the working environment. Where relevant, the programme will adopt the intersectionality perspective to address specific challenges faced by afro descendant and indigenous women. Special attention will be given to identify opportunities to increase the economic empowerment of migrant and refugee women.

The programme will be implemented in 6 Latin American and Caribbean countries: Argentina, Brazil, Chile, Costa Rica, Jamaica and Uruguay. It will also have a regional component under the responsibility of UN Women Brazil CO.

Reporting to the Regional Programme Coordinator, the Communications Analyst is responsible for elaborating, coordinating and implementing all communication related issues of the programme. This includes a communication and visibility plan of the interventions and results of the regional programme and all campaigns proposed in the scope of the programme. Special attention should be given to communication and visibility guidelines of main partners of the project (UN Women, ILO and EU).

III. Functions and key results expected

Summary of Key Functions:

- 1. Support to the formulation and implementation of internal and external communications, visibility and advocacy strategies of the programme**
- 2. Support advocacy and facilitation of knowledge building and management, peers-to-peers exchanging and learning**
- 3. Maintenance of websites, databases and knowledge management systems**
- 4. Facilitation of knowledge building and knowledge sharing**

Key Functions:

- 1. Support to the formulation and implementation of internal and external communications, visibility and advocacy strategies of the programme**
 - Under the guidance of the regional programme coordinator, review, coordinate and implement communication and visibility plan of the partnership;
 - Conduct communication needs assessments for UNW (ACRO and Cos/MCO/PP), UE, ILO and partners of both private and public sector within the programme;
 - Upon request, provide background information for elaboration programme communications, visibility and outreach strategy based on an approved communications and visibility plan.
 - In coordination with the supervisor, assist in the development of communication materials for marketing and awareness-raising campaigns, including briefing materials and press releases to support implementation of gender equality commitments in the private sector.

- Under guidance of the regional coordinator, provide preliminary inputs and information to assist in programme formulation to integrate advocacy and communication strategies into all aspects of the programme initiatives.
- Develop specific communication plan to align #HeForShe with the Women's Empowerment Principles to promote the engagement of the private sector, so that the partnered private institutions can be presented as #HeForShe champions and elicit their commitments.

2. Advocate and facilitate knowledge building and management, peers-to-peers exchanging and learning and communication and visibility

- Implement communication and visibility plan in close dialogue and collaboration with ILO and EU Delegation, guaranteeing that products and messages are in accordance with UN Women, ILO and EU guidelines, respecting and recognizing each other's contributions and brands;
- Ensure interaction between UN Women, ILO, EU and WEPs signatory companies' communication efforts;
- Support coordination with G7 proposal regarding translation, peers-to-peer exchanges with local, regional and global partners and businesswomen and entrepreneurs, through online platforms, like Empowerwomen.org and others.
- Elaborate briefs on programme achievements;
- Ensure that all documentation and communication products of the programme are in accordance with UN Women, ILO and EU guidelines;
- Organize communications aspects of major advocacy campaigns, events, trainings, workshops and knowledge products.
- Propose, elaborate and disseminate communication products and materials to increase the number of WEPs signatory companies in all participating countries;
- Coordinate and oversee elaboration and implementation of knowledge management strategy, in close dialogue with G7 proposal, EU and ILO initiatives;
- Support coordination of efforts and organization of communication and visibility activities to promote exchange of experiences between national and regional corporate commercial associations, chambers and networks and advocate for implementation of WEPs in LAC
- Give communication support for building partnerships and organizing EU/LAC bi-regional policy dialogues on gender sensitive private sector in close dialogue with EU Delegation, ILO and connecting to G7 proposal and other EU initiatives
- Support the identification of campaigns implemented by European countries and companies that fits to the regional programme objectives and that can be adapted to LAC context.

3. Maintenance of websites, databases and knowledge management systems

- Provide preliminary inputs and information for elaboration of programme publications strategy and plan based on the UN Women, ILO and EU corporate publications policy.
- Assist in the identification of storylines for publications and articles contributing to debates on key development issues.
- Supervise translation/adaptation/rewriting of information received, printing and dissemination of publications and audio-visual materials.
- Contact with printers and other suppliers for quality assurance of knowledge products elaborated in the scope of programme.
- Elaborate and implement a strategy to disseminate publication elaborated in the scope of programme.
- Assist in the design and maintenance of web sites and knowledge and exchange platforms based on UN Women, ILO and EU corporate policy requirements in cooperation with the ICT staff.
- Prepare the content for the web sites to ensure consistency of the materials.
- Web Page and Social Media. Produce and publish human interest stories, partnership guidelines, coverage of the events and related content to feed the web page and social media, in coordination with the regional HeForShe and UN Women accounts, as well as the local sites and social media accounts when available, including the visibility of the European Union.

- In accordance to communications and visibility plan accomplish communication goals regarding press and main stream media, Facebook, Twitter, TV and Radio

4. Facilitation of knowledge building, knowledge sharing and knowledge management

- Provide strategic support for exchange of information and knowledge products of the programme;
- Contribute substantially to identification, synthesis and dissemination of best practices and lessons learned directly linked to programme goals and activities.
- Provide sound contributions to knowledge networks and communities of practice including UN Women, ILO and EU corporate communications repositories.
- Organize and assist implementation of training and workshops on communications for development, if appropriate.
- Upon request, deliver trainings and workshops to partners in both public and private sector, so that their communications and PR teams adopt an inclusive, gender sensitive language on their messages.
- Organize and conduct Media Tours in the six countries where the project will be implemented, with the programme, country or regional representatives, when available, to guarantee the presence and visibility of UN Women, ILO and EU with the general audience.
- Facilitate organization of roundtable discussions, press conferences, and briefing sessions as needed.
- Search and identify reference materials for retention and maintenance of information database and photo library.

IV. Impact of Results

The key results impact on the effective communications and dissemination of information on the Regional Programme and its main partners (UN Women, ILO and EU). Widespread the transformational power of a committed private sector towards gender equality and women's economic empowerment, aligned to the 2030 Developmental Agenda and SDG.

V. Competencies

CORE VALUES / GUIDING PRINCIPLES

- **Integrity:** Demonstrate consistency in upholding and promoting the values of UN Women in actions and decisions, in line with the UN Code of Conduct.
- **Professionalism:** Demonstrate professional competence and expert knowledge of the pertinent substantive areas of work.
- **Cultural sensitivity and valuing diversity:** Demonstrate an appreciation of the multicultural nature of the organization and the diversity of its staff. Demonstrate an international outlook, appreciating difference in values and learning from cultural diversity.

CORE COMPETENCIES

- **Ethics and Values:** Demonstrate and safeguard ethics and integrity
- **Organizational Awareness:** Demonstrate corporate knowledge and sound judgment
- **Development and Innovation:** Take charge of self-development and take initiative
- **Work in teams:** Demonstrate ability to work in a multicultural, multi ethnic environment and to maintain effective working relations with people of different national and cultural backgrounds
- **Communicating and Information Sharing:** Facilitate and encourage open communication and strive for effective communication
- **Self-management and Emotional Intelligence:** Stay composed and positive even in difficult moments, handle tense situations with diplomacy and tact, and have a consistent behavior towards others
- **Conflict Management:** Surface conflicts and address them proactively acknowledging different feelings and views and directing energy towards a mutually acceptable solution
- **Continuous Learning and Knowledge Sharing:** Encourage learning and sharing of knowledge
- **Appropriate and Transparent Decision Making:** Demonstrate informed and transparent decision making

FUNCTIONAL COMPETENCIES:

- Ability to establish, build and sustain effective relationships with clients, demonstrating understanding of client's perspective; anticipating client needs and addresses them promptly;
- Ability to create, edit and present information in clear and presentable formats, using appropriate IT functionality;
- Ability, under guidance, to provide supervision of translation/adaptation/rewriting of information received, printing and dissemination of publications and audio-visual materials;
- Ability to facilitate the organization of Workshops, Roundtables, Press Conferences etc.;
- Ability to carry out document research, basic document analysis, and preliminary synthesis of best practices and lessons learned in the communications field;
- Ability to organize and complete multiple tasks by establishing priorities;
- Ability to handle a large volume of work possibly under time constraints;
- Experience in the use of computers applications and software packages (MS Word, Excel, etc) as well as web based management systems;

VI. Recruitment Qualifications

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| Education: | Master degree or equivalent in Communication, Public Relations, Social Sciences, Economics or Journalism. Or additional 6 years of experience beyond the minimum required. University degree in communication, public relations or journalism. |
| Experience: | A minimum of 6 years of relevant experience in providing support to the formulation and implementation of internal and external communications and advocacy strategies and related Plans. Experience in backstopping the provision of |

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| | <p>communication packages, in supporting the publication and dissemination of material, and in supporting knowledge management in the communications field, preferably in the field of gender.</p> <p>Experience in the use of computers applications and software packages (MS Word, Excel, etc) as well as web based management systems.</p> <p>Work experience in the UN is an asset.</p> |
| Language Requirements: | Fluency in English, Spanish and Portuguese is required. |