

I. Position Information

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| <p>Job Title: Communications Analyst</p> <p>Department: Brazil Country Office</p> <p>Reports to (Title/Level): Programme Coordinator/Manager, Gender-responsive Governance, Women’s Leadership and Participation/NO-B</p> <p>Duty Station: Brasília, Brazil</p> | <p>Current Grade: SB4-1</p> |
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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.

Brazil is an upper middle income and highly diverse country ranked as the sixth-largest population and ninth-largest economy in the world. 52% of its population are women, 56% recognize themselves as afro descendent and 0.5% (close to 897,000) as indigenous. In 2019, the country ranked 79 in the human development index as well as in the gender equality index. Brazil ratified key human rights treaties such as the Convention on the Elimination of All Forms of Discrimination against Women (CEDAW), the Belem do Para Convention, and the Convention on the Elimination of Racial Discrimination (CERD). Brazil is also signatory of key normative human rights and development instruments such as the Beijing Declaration and Platform for Action, the Durban Declaration and Programme of Action and the Declaration on the Rights of Indigenous Peoples. In September 2015, Brazil joined the international community in the adoption of the 2030 Agenda for Sustainable Development, committing with the implementation of the 17 Sustainable Development Goals (SDGs), including SDG 5 “Achieve gender equality and empower all women and girls” and initiated the process aiming its localization. In December 2019, a new National Development Plan (Plano Pluri-Annual –PPA) 2020-2023 was approved in line with Brazilian Federal Government priorities and vision. All policies and programmes related to women’s rights are resumed in the programme “Protection to life, strengthening of family, promotion, and protection of human rights for all”.

The UN Women Brazil CO Strategic Note 2017-2021 is proposed in the framework of the international commitments to gender equality, empowerment of women and women’s rights of which Brazil is signatory and aligned with national priorities established in the PPA 2020-2023. It also prioritizes the mitigation of the consequences of Covid-19 pandemic on women making it a cross-cutting perspective to all outcome areas and considering race, ethnic and regional perspectives. The CO focus its programme in three outcome areas:

- 1) Women lead, participate in, and benefit equally from governance systems.
- 2) Women have income security, decent work, and economic autonomy.
- 3) All women and girls live a life free from all forms of violence

Reporting to the Programme Coordinator/Manager, Gender-responsive Governance, Women’s Leadership and Participation , the Communications Analyst supports the formulation and implementation of the communications and advocacy strategies to increase the standing and awareness of UN Women’ Governance and Political Participation Area with partners, the media and the public. The Communications Analyst promotes a client-oriented approach in UN Women.

III. Functions

- 1. Provide coordination support in the development of a coherent Governance and Political Participation area communications and advocacy strategy**
 - Provide inputs and background information for the development of the Governance and Political Participation area communication strategy.
 - Provide support to advocacy efforts and campaigns by organizing roundtable discussions, press conferences, and other publicity events and providing inputs to briefing materials and press releases.
 - Provide support to programme and other Governance and Political Participation staff on UN Women corporate communications guidelines and printing norms, in coordination with the Communications Team.
 - Track and monitor print and social media and report relevant information to senior staff to inform strategy development.

- 2. Provide coordination support to the development of Governance and Political Participation area advocacy materials**
 - Identify storylines and achievements within the **Governance and Political Participation area**
 - Draft press releases, articles, key messages and another advocacy materials.
 - Coordinate the translation, adaptation, or rewriting of information received for the local context; disseminate materials to appropriate stakeholders.
 - Coordinate the publication of materials for final approval; maintain relationships with printers/ publishers.
 - Maintain library/ database of reference materials, photos, and digital assets.
 - Follow guidelines from RO/HQ.

- 3. Provide support in the management of the Governance and Political Participation social media presence and CO website**
 - Identify stories and provide input to the development of content for the CO website and social media channels.
 - Prepare content for updating the website and social media channels, ensure consistency in branding.
 - Research, compile and produce reports on web statistics on a regular basis and electronic surveys, as required.
 - Maintain files, databases, and systems relevant to the Governance and Political Participation area digital presence.

- 4. Provide media relations support to the CO head of office in matters related to the Governance and Political Participation**
 - Serve as a focal point on UN Women activities open to the press, as necessary.
 - Maintain and update database of relevant press in country, in coordination with the Communications team.
 - Respond to request for information and arrange interviews, as delegated.
 - Provide substantive inputs to talking points.

- 5. Facilitate knowledge management and sharing**
 - Contribute to the identification of best practices and lessons learned.
 - Organize trainings and workshops on communication practices.
 - Provide/ exchange information with HQ and RO, MCO, and COs.

- 6. Other**
 - Perform other tasks as assigned by supervisor.
 - Provide support on special web/digital/media projects undertaken by the Governance and Political Participation area.

IV. Key Performance Indicators

- Timely inputs to communication and advocacy materials
- Timely organization of discussions, conferences, briefings, and other events
- Timely provision of relevant background information
- Accurately edited and well written contents
- Timely delivery of high-quality communication and advocacy materials
- Webpages are regularly maintained, updated and relevant

V. Competencies

Core Values:

- Respect for Diversity
- Integrity
- Professionalism

Core Competencies:

- Awareness and Sensitivity Regarding Gender Issues
- Accountability
- Creative Problem Solving
- Effective Communication
- Inclusive Collaboration
- Stakeholder Engagement
- Leading by Example

Functional Competencies

- Ability to create, edit and present information in clear and presentable formats, using appropriate IT functionality
- Strong event planning skills
- Strong knowledge of social media and communication strategies and methods
- Ability to identify relevant events and stories and communicate them to a mass audience
- Strong multimedia skills

VI. Recruitment Qualifications

Education and certification:

- Bachelor's degree in Communications, Public Relations or Journalism is required.
- Post-Graduation courses (*Lato Sensu* or *Stricto Sensu*) or additional 4 years of relevant experience to the post, beyond the requirement, is required.

Experience:

- At least 04 years of progressively responsible experience in providing support to the formulation and implementation of internal and external communications and advocacy strategies and related plans.
- Experience in the use of computers applications and software packages (MS Word, Excel, etc) as well as web-based management systems;
- Experience in the use of social media and digital communications

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| Language Requirements: | <ul style="list-style-type: none"> • Fluency in English and Portuguese is required. • Working Knowledge of Spanish is an asset. |
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VII. Selection Process

First phase: Shortlist of the applications based on the required qualifications.

Second phase: Analysis of the applications by a Selection Committee. Classification based on the criteria.

Third phase: Written test, if the Selection Committee considers it necessary.

Fourth phase: Interview, if the Selection Committee considers it necessary.

At the end of the last phase, the selected applicant should provide the following documents:

- Copies of the diplomas and certificates listed in the P11 form.
- Copies of the RG and CPF, or other identity document with picture and signature.
- Evidence of the ownership of a bank account.
- Vendor form completed and signed.

VIII. Applications

Applicants must send the UN Women Personal History Form (P11) completed in English and signed and a one-page motivation letter in English to unwomenbra.hr@unwomen.org until **03 December 2020**. P11 form can be downloaded at: <https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-p11-personal-history-form.doc?la=en&vs=558>

Indicate in the subject line of the application e-mail: ***“Communications Analyst – UN Women Brazil”***.

All applicants must also complete the online application form provided at **[INCLUDE LINK]**

Applications with incomplete documentation will not be considered.

IX. Observations

Due to the large number of applications received, only the selected applicant(s) will be notified.

Questions should be sent to unwomenbra.hr@unwomen.org. Indicate in the subject line: ***“Question: Communications Analyst – UN Women Brazil – UN Women Brazil”***.

Applicants must not be related (mother, father, sister, brother, son, or daughter) to UN Women staff members.

Applicants must be Brazilian nationals or have permission to work in Brazil. UN Women carries out a fair and transparent selection process that considers the competencies and skills of the candidates.

UN Women welcomes the application of Afro Descendant, Indigenous, HIV, Transsexual and other groups of women subject to intersectional discrimination.