

I. Position Information		
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Job Title:	Communications Analyst, “Economic Empowerment of Refugee and Migrant Women in Brazil”	Current Grade: SB4
Department:	UN Women Country Office in Brazil	
Reports to (Title/Level):	Project Manager (SB5-1)	
Duty station:	Brasilia, Brazil	

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.

UN Women Country Programme is implemented framework of national development priorities and supports the implementation of the international commitments on women’s human rights, which Brazil is signatory to. The Country Office prioritizes the mitigation of the consequences of COVID-19 pandemic on Brazilian women making it a cross-cutting perspective to all outcome areas and considering race, ethnic and regional perspectives. The three key areas of work of UN Women in Brazil support the achievement of the following three results:

- 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.

Joint Programme “Economic Empowerment of Refugee and Migrant Women in Brazil” aims to support the efforts of the Government of Brazil in social and economic integration of Venezuelan migrants and refugees by empowering women and girls. The programme builds on the results of the 2018-2020 Joint Programme of United Nations Entity for Gender Equality and the Empowerment of Women (UN Women), the United Nations Population Fund (UNFPA) and the United Nations High Commissioner for Refugees (UNHCR) “Leadership, Empowerment, Access and Protection for migrant, asylum seeker and refugee women and girls in Brazil, generously funded by the Government of Luxembourg. The Programme will offer human rights-based and gender-responsive and transformative solutions and capacity building initiatives to authorities in the federal, state, and municipal levels and private sector companies (duty bearers). The Programme also aims at providing opportunities for refugee and migrant women (rights holders) to access employment, decent work, and gender-responsive social protection, enhancing their capacities to participate in decision-making, to claim their rights, opportunities, and social protection responses.

Reporting to the Project Manager, the Communications Analyst is responsible for assisting in the planning and implementation of the joint programme communications and advocacy strategies to increase the standing and awareness of gender equality, and women’s human rights of refugee and migrant women with partners, the media and the public.

The Communications Analyst works in close collaboration with the Programme, Operations and technical teams in the Country Office, HQ/Regional communications teams, staff of other UN Agencies, Government officials, media, multilateral and bilateral donors and civil society.

III. Functions

- 1. Provide substantive support to the planning and design of external communication, outreach and advocacy strategies and plans.**
 - Provide analysis for elaboration of communication strategies; ensure gender and intersectionality of human rights perspective.
 - Lead the coordinated planning, implementation monitoring and reporting of the communication of the joint programme in collaboration with the programme UN partner agencies.
 - Develop the joint programme branding guidance in collaboration with the programme UN partner agencies.
 - Integrate communication, advocacy, and outreach strategies into proposals for joint programme and other initiatives, as necessary.
 - Monitor and analyze print and social media and provide analysis to Country Office.
 - Provide inputs and support to the launch and implementation of joint programme, UN Women, and UN system corporate and local campaigns and special events.
- 2. Coordinate and contribute substantively to the development and dissemination of advocacy materials.**
 - Draft briefing materials, and press releases and coordinate its dissemination through effective channels.
 - Identify storylines for publication and articles.
 - Promote and disseminate corporate advocacy materials for launching flagship initiatives, publications, and campaigns.
 - Coordinate the translation/adaption/rewriting of information received, printing and dissemination of publications and audio-visual materials.
 - Follow guidelines from HQ and RO.
- 3. Coordinate media relations for the joint programme**
 - Coordinate the establishment of relevant relationships.
 - Maintain list of relevant media in country.
 - Respond to inquiries for public, UN Women Country Office, and UN system information materials.
 - Organize roundtable discussions, press-conferences, and briefing session for press, as required.
 - Draft talking points where necessary.
- 4. Build and maintain partnerships and maintain relations with donor/s, government, and civil society.**
 - Maintain relationships with partners and alliances to enhance visibility.
 - Liaise with advocacy partners and undertake outreach to civil society organizations, governments, and other groups to ensure that newsworthy information reaches the public and donors, as delegated.
- 5. Contribute to the Country Office web/online presence.**

- Draft joint programme-related inputs to the COs websites' content and maintenance based on corporate requirements.
- Provide weekly and monthly inputs to the social media plans in line with corporate social media policy.
- Upload information to knowledge management system on a regular basis, including news, updates, resources.

6. Facilitate knowledge building and sharing.

- Identify and synthesize best practices and lessons learned directly linked to programme goals and activities.
- Organize and conduct training and workshops on communication and advocacy, as appropriate.

IV. Key Performance Indicators

- Timely monitoring of current events and trends
- Quality and relevant advocacy materials and content
- Timely updating of website and social media
- Timely dissemination of materials as shown by knowledge of UN Women's activities in Brazil.
- Regular interactions with mass media, as shown by coverage

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 communicate sensitively, effectively, and creatively across different constituencies.
- Knowledge of web-based management systems
- Knowledge of production, graphic design, and photography standards
- Knowledge of social media platforms and experience in social media outreach
- Knowledge of local country media landscape
- Communication, networking, and advocacy skills
- Ability to be strategic and analytical.
- Knowledge of gender and human rights issues desirable

VI. Recruitment Qualifications

Education and certification:	<ul style="list-style-type: none">▪ Post-Graduation courses (Lato Sensu: MBAs or Specializations and/or Stricto Sensu: Master's or Doctor's degree) or equivalent communications, public relations, journalism or relevant field, or additional 04 years of relevant technical experience to the post, beyond the requirement, is required.▪
Experience:	<ul style="list-style-type: none">▪ At least 7 years of professional work experience at national or international level in public relations, communications, or advocacy.▪ Experience in the use of social media.
Language Requirements:	<ul style="list-style-type: none">▪ Fluency in English and Portuguese is required.▪ Working knowledge of the other UN official working language is an asset.