

I. Position Information

Job Title:	Communications Analyst	Current Grade: NOA
Department:	Brazil Country Office	
Duty station:	Brasilia, Brazil	
Reports to:	Country Representative (P5)	

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, peace, and security.

UN Women works in Brazil to make the vision of the Sustainable Development Goals a reality for women and girls and stands behind women's equal participation in all aspects of life, focusing on three strategic priorities:

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

The UN Women Country Programme in Brazil is implemented in line with the national development priorities, as well as in line with the international human rights standards and commitments on gender equality and empowerment of women, of which Brazil is signatory, including the UN Human Rights Treaties, such as CEDAW, CERD, as well as with Beijing Platform for Action, Durban Action Plan and Agenda 2030, as well as the UN Security Council Resolutions on Women, Peace and Security.

UN Women also coordinates and promotes the UN system's work in advancing gender equality, and in all deliberations and agreements linked to the 2030 Agenda. As part of the United Nations Country Team, leads the Inter-Agency Thematic Group on Gender, Race and Ethnicity, and actively contributes to the other UN inter-agency mechanisms.

Reporting to the Country Representative, the Communications Analyst is responsible for planning and coordination of the implementation of the Country Office communications and advocacy strategies to increase the standing and awareness of UN 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, the communication teams of the Regional Office for Americas and the Caribbean and the HQ, as well as the staff of other UN Agencies, Government officials, media, multilateral and bilateral donors and civil society.

III. Functions

1. **Provide substantive support to the planning, design, implementation and monitoring of external communication and outreach/advocacy strategies and plans**
 - Provide analysis, elaborate, implement and monitor the Country Office communication strategies and plans in support of the Strategic Note and Annual/Biannual Work Plans;

- Provide inputs for elaboration of the Country Office Strategic Note and Annual/Biannual Work Plans' communications-related sections, results, indicators and activities, etc;
- Integrate communication, advocacy and outreach strategies into proposals for project/programmes and other initiatives, as necessary;
- Monitor and analyze print and social media and provide analysis to the management (Country, Regional and HQ);
- Monitor communication-related Strategic Note indicators and provide inputs to annual reports, donor reports and other reports, as needed;
- Elaborate substantive contributions, provide social mobilization, technical and advocacy support to the launch and implementation of in-country UN Women/ UN system corporate and local campaigns and special events.

2. Coordinate and contribute substantively to the development and dissemination of advocacy materials in Brazil

- Draft briefing materials, and press releases and coordinate its dissemination through effective channels;
- Identify opportunities and write stories, articles and social media posts about a diversity of topics related to the UN Women mandate and areas of work in Brazil;
- Develop, promote and disseminate corporate advocacy materials for launching flagship initiatives, publications, and campaigns, including annually updated Brazil Country Office institutional folder and report;
- Coordinate the translation/editing/adaption/rewriting of information received from the projects, HQ and regional office, printing and dissemination of publications and audio-visual materials;
- Organize and maintain a repository of photo and video;
- Prepare terms of reference and manage contracts for communications-related services (i.e. translation, editing, design, photo and video production, etc);
- Provide quality assurance of the publications, knowledge products and other materials for public distribution by ensuring compliance with the UN Women identity, branding and related policies and guidelines.

3. Coordinate media relations for the Brazil Country Office

- Identify the opportunities and lead the establishment of relevant media and public relationships;
- Maintain list of relevant media in country;
- Develop strategies and proactively search for media opportunities in line with the objectives of the Country Strategic Note and UN Women mandate;
- Respond to inquiries for public and UN system information materials;
- Organize roundtable discussions, press conferences and briefing session for press, as required;
- Draft talking points for the interviews of staff in compliance with the UN Women standards and requirements.

4. Build and maintain partnerships with the UN System and donors

- Take part and provide quality technical inputs to the work of the UN Communication Group, including the campaigns and joint advocacy initiatives;
- Maintain relationships with partners and alliances to enhance visibility of the UN Women results and partnerships with the diverse stakeholders and partners;
- Coordinate implementation of the UN Women and the related UN campaigns with the communications teams of the partner organizations;
- 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. Coordinate the Brazil Country Office web/ online presence

- Coordinate and timely update Country Office website's content and ensure maintenance based on corporate requirements;
- Coordinate Country Office social media accounts in line with corporate social media policy;
- Upload information to knowledge management system on a regular basis, including news, updates, resources;
- Ensure timely planning of the social media contents as per quarterly, monthly and weekly plans.

6. Facilitate knowledge building and sharing

- Act as a resource person for the communications and programme team on full range of UN Women policies, guidelines and templates on branding, media relations, communication and advocacy;
- Actively participate in UN Women communications community of practice, regional and global meetings to share experience and good practices;
- 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

- Full compliance of communications and advocacy activities with UN Women rules, regulations, policies and procedures;
- Inclusive collaboration with the communications, programme, operations teams
- Time is effectively managed, the assigned tasks are efficiently and effectively implemented
- Timely and quality monitoring of current communications and media trends
- Quality and relevant advocacy materials and content
- Timely action to keep website and social media up-to-date
- Timely dissemination of materials as shown by knowledge of UN Women's activities in country
- Steady increase of media coverage of the UN Women mandate and results

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:

- Master's degree (or equivalent) in communications, public relations, journalism or relevant field is required.
- A first-level university degree in combination with two additional years of qualifying experience **may be accepted** in lieu of the advanced university degree.

Experience:

- At least 3 years of professional work experience at national or international level in development and implementation of the public relations, communications or advocacy strategies;
- Experience in development and implementation of the advocacy campaign in the area of human rights, gender equality, social justice etc.
- Experience in development of content for social media and web-sites

	<ul style="list-style-type: none"> ▪ Experience with organization of the press-conferences/briefings ▪ Experience of working with the multiple stakeholders, including government, civil society, private sector etc.
Language Requirements:	<ul style="list-style-type: none"> ▪ Proficiency in written and oral English, Portuguese and Spanish required; ▪ Working knowledge of the other UN official working language is an asset.