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**World Health
Organization**

Sri Lanka

VACANCY NOTICE

The Mission of WHO is the attainment by all peoples of the highest possible level of health

Vacancy Notice No: WCO-SRL-2019/01

Date: 25 February 2019

Title: National Consultant – Communications Officer

Deadline for application : 15 March 2019

Contract type: Special Services Agreement

Grade: -

Duration of contract: Initially 12 months (may be extended)

Organization unit: Country Office for Sri Lanka

Introduction:

The World Health Organization is the United Nations Specialized agency for health established on 7 April 1948. WHO was one of the first United Nations agencies in Sri Lanka (1952) and over sixty years on, WHO remains a steadfast intergovernmental organization committed to supporting the people of the country to attain the highest level of health through the strengthening of the health system on the principles of equity, fairness and responsiveness with emphasis on the poor and marginalized.

Our goal

"To support the people of the country to attain the highest level of health through strengthening of the health system on the principles of equity, fairness and responsiveness with emphasis on the poor and marginalized."

Our core functions

- Providing leadership on matters critical to health and engaging in partnerships where joint action is needed
- Shaping the research agenda and stimulating the generation, translation and dissemination of valuable knowledge
- Setting norms and standards, and promoting and monitoring their implementation
- Articulating ethical and evidence-based policy options
- Providing technical support, catalysing change, and building sustainable institutional capacity
- Monitoring the health situation and assessing health trends

Objectives of the Consultancy:

- (1) develop and produce multimedia content to increase visibility and boost dissemination of WCO products and knowledge;
- (2) web-related activities, including website and social media outreach; and
- (3) supporting communication in all aspects of implementation of WCO's programme of work through the development of a communication and advocacy plan.

Job Description:

Under the general supervision of the WHO Representative for Sri Lanka, guidance and day-to-day supervision of the Public Health Administrator and in close consultation with the WCO country team, the consultant will work to:

- Communication and Advocacy Plan
 - Revise current and past draft communication plans and develop a proposal for a comprehensive Communication and advocacy plan for WCO, fully integrating a digital strategy.
 - Includes defining target audience with differentiated strategies
- Content Creation (web and print)
 - Proactively create editorial content (stories, photos, infographics, film, etc.) in cooperation with WCO technical officers; adapt for media pitching, web and social media, posting to respective channels; and support print production (design, editing, publishing)
 - Create/design templates for 'standard' communication products
- Social media management
 - Support the development of a digital engagement strategy
 - Maintain a web and social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar
- Website update and content management
 - Manage WCO website on a weekly basis and works to continuously improve structure of the website; ensure key deadlines are met for the dissemination of time-sensitive content.
 - Generate and analyse reports on web traffic and KPIs using Google Analytics, Hootsuite, and other social media focused analytics channels
- Perform other related duties, as may be requested by WHO
- The Consultant is expected to ensure quality and adherence of public information materials to WHO style guide/standards
- He/ She will coordinate communication work of WHO Sri Lanka with Regional Office, HQ and other country offices; support in strengthening WCO capacity in communications and advocacy, as necessary.
- Submit an assignment report upon completion of assignment.

Deliverables

- A proposed Communication and Advocacy Plan
- A digital engagement strategy
- Monthly web and social media calendar created and adhered to
- Timely updates and monthly reports on website improvement and contents plans
- Quarterly social media analytics reports
- Standard templates for recurrent communication material
- Communication material regularly updated (print and web)

Required Qualifications:

Education:

Essential

- Bachelor's degree in journalism, marketing, social science, communication or a related field

Experience:

Essential

- At least 5 years work experience in the field of communication, social marketing and/or health promotion and demonstrated success in a communication role
- Experience in developing compelling content to generate response from audiences
- Experience in reporting on qualitative and quantitative analytics

Desirable

- Knowledge of global health and national health development issues
- Knowledge of video editing software Adobe Premiere / Final Cut Pro, other design software or similar are assets
- Experience in implementing campaigns and communications plan
- Ability to be creative and innovative

Language Skills:

- Excellent written and spoken English, fluency in Sinhala or Tamil.
- Ability to integrate PR/communication initiatives with social media / traditional media
- Knowledge of Sitfinity or similar CMS, InDesign/Photoshop

Competencies:

- Teamwork
- Communication
- Respecting and promoting individual and cultural differences
- Creating an empowering and motivating environment
- Ensuring effective use of resources

Annual Salary & others Benefits:

Annual Salary

- Annual salary will be based on UN Salary Band

Others Benefits

WHO Offers locally competitive packages such as:

- Health Insurance; Accident and illness insurance;
- Annual Leave (30 days per year)
- Sick leave (7 days per year);
- WHO Holidays

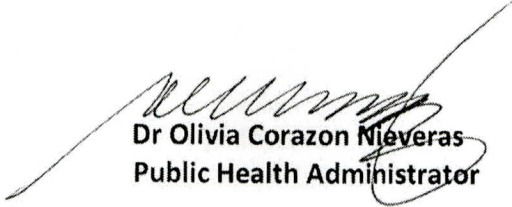
NOTE:

- 1) Qualified Candidates will be evaluated and interviewed
- 2) Applicants should send a brief **Resume** of their relevant experience, explaining reasons for being suitable of the activity, together with duly completed **Personal History Form (PHF)** and **scanned copies of educational certificates**.
- 3) Please send your applications only via email to: ragelk@who.int
- 4) We regret that due to large volume of applications normally received, applications cannot be acknowledged individually.
- 5) This vacancy is open to all Sri Lankan Nationals (all genders) . **Qualified female candidates are encouraged to apply**

."WHO is committed to workforce diversity". "Any attempt to unduly influence WHO's selection process will lead to automatic disqualification of the applicant."



WHO has a smoke-free environment and does not recruit smokers or other tobacco users


Dr Olivia Corazon Nieveras
Public Health Administrator