



## UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

### TERMS OF REFERENCE FOR PERSONNEL UNDER INDIVIDUAL SERVICE AGREEMENT (ISA)

<b>Title:</b>	Communications Consultant
<b>Main Duty Station and Location:</b>	UNIDO ITPO Germany, Bonn, Germany
<b>Start of Contract:</b>	1 December 2018
<b>End of Contract:</b>	31 May 2019
<b>Type of ISA:</b>	Regular
<b>Contract Duration:</b>	Initially 6 work months with the option of extension

#### **ORGANIZATIONAL CONTEXT**

UNIDO is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. Its mission is to promote and accelerate inclusive and sustainable industrial development (ISID) in developing countries and economies in transition. The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized by the recently adopted 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs). UNIDO's mandate in SDG-9, calls for the need to "Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation". Accordingly, the Organization's programmatic focus is structured in three thematic priorities:

- \* Creating shared prosperity
- \* Advancing economic competitiveness
- \* Safeguarding the environment.

UNIDO delivers its services through the following four complementary and mutually supportive core functions: (a) technical cooperation activities; (b) analytical and policy advisory services; (c) standard-setting and compliance and (d) convening and partnership role.

Within the Technical Cooperation services, the Investment Promotion Division in the Department of Trade, Investment and Innovation (TII) is responsible for overseeing UNIDO's international network of Investment and Technology Promotion Offices (ITPOs). The ITPOs offer value-added services throughout the entire investment promotion cycle from identification of partners to ensuring the viability of projects. The ITPOs further complement UNIDO's capacity building activities by mobilizing financial and technological resources to scale up development impact.

UNIDO's international network of ITPOs are located in Bonn, Germany; Tokyo, Japan; Rome, Italy; Shanghai and Beijing, China; Seoul, the Republic of Korea; Moscow, the Russian Federation; Manama, Bahrain; and Lagos, Nigeria.

## **PROJECT CONTEXT**

ITPO Germany was established in 2017 based on an agreement between UNIDO and the German Federal Government. Its mandate is to foster mutually beneficiary industrial cooperation between enterprises in Germany and in developing countries and economies in transition, with focus on SMEs. The project contributes to inclusive and sustainable industrial development and economic growth of developing countries and countries with economies in transition by identifying and mobilizing technical, financial and managerial resources. In particular, the ITPO Germany promotes outward flow of investment and sustainable technologies from Germany to developing countries.

### **Duties & responsibilities**

Under the supervision of the Head of ITPO Germany, the Communications Consultant will be responsible and is expected to perform the following tasks:

<b>Main duties</b>	<b>Concrete, measurable outputs to be achieved</b>
Developing a communication strategy including: <ul style="list-style-type: none"><li>• Defining communication strategy and communication objectives;</li><li>• Identifying key communication methods and tools;</li><li>• Elaborating a work plan for the implementation;</li><li>• Drafting key messages;</li><li>• Setting indicators to measure outreach.</li></ul>	Communication strategy prepared, raised visibility of ITPO Germany
Design communication materials and tools for ITPO Germany in line with UNIDO Communication Guidelines and in cooperation with the Advocacy and Media Relations (AMR) Division	Communication material prepared <ul style="list-style-type: none"><li>• Thematic brochures and print media</li><li>• Video script</li><li>• Annual report</li><li>• Newsletter (quarterly)</li></ul>
Design and maintain ITPO Germany web presence in line with UNIDO Communication Guidelines and in cooperation with AMR Division	ITPO Germany website launched and regularly updated
Schedule a social media plan for selected external and internal communication channels (Twitter, Facebook, LinkedIn, etc.)	Implemented social media plan and posts
Prepare promotion material for meetings; organization of events, exhibitions and investment forums	Activities well prepared and carried out
Draft press releases as required (EN/DE)	Press releases published
Support the Head of ITPO and team with any other tasks related to communication and ITPO Germany projects as deemed necessary	Assistance provided as necessary

## **MINIMUM ORGANIZATIONAL REQUIREMENTS**

**Education:** University degree (Master's or equivalent degree) in communications, journalism, information management, marketing, international relations or related area.

### **Technical and Functional Experience:**

- A minimum of 5 years practical experience in communications and media relations; including coordination and networking with national and international media outlets, promotion through web, social media and other channels. Experience with or knowledge of UN agencies an asset.
- Ability to research and analyze information, write in a clear and concise manner. Ability to work effectively in multi-cultural teams.
- Exposure to business, development cooperation and sustainable development related topics.
- **Languages:** Excellent communication skills in written and spoken German and English is required.

## **REQUIRED COMPETENCIES**

### **Core values:**

1. Integrity
2. Professionalism
3. Respect for diversity

### **Core competencies:**

1. Results orientation and accountability
2. Planning and organizing
3. Communication and trust
4. Team orientation
5. Client orientation
6. Organizational development and innovation