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| **I.Position Information** |
| Job Code Title: Communications Specialist Employment status: Full-timeProject title: Promoting Competitiveness, Collaboration and Modernization in Fruit and Vegetable Sector in Lankaran RegionPosition Number: 00166002Department: 53805Reports to: Project ManagerReports: N/A | Grade level: SB2/2Duty Station: BakuFamily Duty Station as of Date of Issuance: YesDuration and Type of Assignment: 1 (one) year service contract with the possibility for extension upon satisfactory performance |

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| II. Organizational Context |
| Azerbaijan has declared its goal to move to a new economic structure driven by a diversified, efficient and innovative non-oil sector. Economic diversification is essential to minimise the effects of oil price volatility and to ensure that Azerbaijan enters the post-oil period with a modern and vibrant private sector capable of providing sustainable economic development. To achieve a diversified economy, the Azerbaijani government is implementing policies in different economic spheres, aimed to increase the share of the non-oil sector in GDP. These policies also include enhancing the export of other goods and services, building strong human capital and improving infrastructure in the country’s regions. As agriculture, in the broadest sense, is the world's biggest employer, the shift to sustainability has great potential to revitalize rural landscapes and deliver inclusive economic growth.The *Promoting Competitiveness, Collaboration and Modernization in Fruit and Vegetable(F&V) Sector in Lankaran* Region has been designed to strengthening of the business environment for developing inclusive and efficient F&V value-chains, along with a general surge in the national recognition of the importance of Lankaran Economic Region(LER) based agricultural/F&V agricultural/food systems. Project aim is to improve the livelihoods in rural areas and at reducing the socio-economic disparities in the southeast of Azerbaijan (Lankaran region) by supporting general advance of the local agro-food systems and, more specifically, the development of inclusive and efficient F&V value chains. This is intended to be pursued through the promotion of horizontal forms of cooperation (both formal and informal), that are community driven and capable to meet current needs of F&V Value Chain(VC) operators (especially, small-scale farmers and Micro-Small-Medium Enterprises(MSMEs)).The project aims to achieve the following goal:Strengthening farmers’ organization and producers’ production potentials; Enhancing linkages between F&V-VCs actors (acting both up and downstream the value-chain); Increasing overall competitiveness, and resulting added-value, of the LER-based F&V industry (also thanks to ad-hoc investments and the provision of technical assistance and specific know-how); Ensuring adequate access to supporting services (technical supply, productive capacities, etc.,) and to local and external markets; andAssuring a fairer distribution of the benefits generated all along the value-chain (especially in the case of micro-small farmers and MSMEs). |

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| III. Duties and Responsibilities |
| Under the direct supervision of UNDP Project Manager and in daily coordination with the project team, the Communication Specialist is responsible for the development and implementation of communications, advocacy and outreach strategies and plans, with a specific focus on media. The consultant provides high quality support to planning and communications production to ensure visibility of the project’ outputs and impacts and ensure integrated communications support for programme deliverables. The Communication Specialist will perform the following key functions:* Creation and distribution of key messages and communications products for different internal and external audiences in close cooperation with project team and UNDP Communications Officer to undertake digital distribution, promotion, monitoring, social media and website analytics;
* Development/design and immediate distribution of the project press releases, factsheets, web updates, videos, virtual events and social media, including content management;
* Drafting of talking points, speeches and minutes for the project events, as well as drafting the letters;
* Identification, development and distribution of success stories, newsletters, brochures, documentaries, social media posts, publications;
* Provide communications support at the project meetings/events; organize roundtable discussions, press conferences, and briefing sessions with press and facilitate interviews with senior managers; as well as managing virtual conferences/web streams, if any, external communications, taking photos, reviewing communications material and support to promote of events; direct communication with media (press, TV and radio) representatives including invitation to the project events
* Development, design and layout of communications and visibility materials of the projects in line with UNDP/EU visibility guideline;
* Provide the project representation on the events organized by the key donors, partners and beneficiaries including necessary travels to the regions, as required;
* Respond in a timely manner and clearly to media inquiries and to a variety of inquiries and information requests; prepare related correspondence including identifying topics and background information.
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| **IV. COMPETENCIES** |
| ***CORE COMPETENCIES*** **Innovation**: Ability to make new and useful ideas work **Level 2**: Execute & Learn (Perform defined tasks) **Leadership:** Ability to persuade others to follow **Level 2**: Execute & Learn (Perform defined tasks)**People Management:** Ability to improve performance and satisfaction**Level 2**: Execute & Learn (Perform defined tasks) **Communication**: Ability to listen, adapt, persuade and transform**Level 2**: Execute & Learn (Perform defined tasks) **Delivery:** Ability to get things done **Level 2**: Execute & Learn (Perform defined tasks)***FUNCTIONAL COMPETENCIES***  **Knowledge Management and Learning** * Shares knowledge and experience;
* Actively works towards continuing personal learning, acts on learning plan and applies newly acquired skills

**Sensitivity and adaptability** * Displays cultural, gender, race, nationality and age sensitivity and adaptability

**Self-Management*** Focus on result for the client and responds positively to feedback;
* Remain calm, in control and good humored even under pressure;
* Demonstrate openness to change and ability to manage complexities

**Working in teams*** Accepts team role, contributes to the work of the team actively and constructively
* Works collaboratively with team members, sharing information openly and displaying cultural awareness and sensitivity
* Proactively pursues solutions to team problems and asks for help when needed
* Works collaboratively with colleagues inside UN/UNDP as well as its partners and other stakeholders to pursue common goals
* Takes action to resolve sources of tension or obstacles that may prevent a team from achieving its goals
* Integrate the ideas of team members from other disciplines/perspectives into his/her thinking by leveraging the different experiences and expertise
* Takes initiative and seeks opportunities to initiate action

**Job Knowledge/Technical Expertise**  * Understands and applies fundamental concepts and principles of a professional discipline or technical specialty relating to the position
* Possesses basic knowledge of organizational policies and procedures relating to the position and applies them consistently in work tasks
* Analyzes the requirements and synthesizes proposals
* Strives to keep job knowledge up-to-date through self-directed study and other means of learning
* Demonstrates good knowledge of information technology and applies it in work assignments
* Ability to strategically link communication with partnership goals and resource mobilization objectives

 **Client orientation** * Anticipates client needs;
* Works towards creating an enabling environment for a smooth relationship between the clients and service provider;
* Demonstrates understanding of client’s perspective
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| **V. Recruitment Qualifications** |
| Education: | * Bachelor’s degree in communications, international/public relations, journalism or other social sciences.
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| Experience: | * At least 2 years of relevant experience at the national or international level in public relations, communications
* Experience in agricultural projects/programmes would be an asset.
* Experience in national and international projects would be an asset
* Experience working with UN system, and especially UNDP, and familiarity with UN editorial guidelines and templates, would be an asset.
* Demonstrated substantive experience in drafting high quality communications products;
* Demonstrated experience in developing content that clearly communicates development ideas for media, web, print production, and audio-visual productions;
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| Language requirements: | * Fluency in written and spoken English and Azerbaijani.
* Strong Russian language knowledge would be an asset.
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| How to apply: | * Please follow the links to apply for this position:
* <https://www.az.undp.org/content/azerbaijan/en/home/jobs.html>
* <https://jobs.partneragencies.net/erecruit.html>
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