

Title: Communications Consultant

Domain: Education

Organizational Unit: Section of Education for Inclusion and Gender Equality

Primary Location: Paris, France

Type of contract: Consultant

Duration of contract: September 2021 – December 2021 (4 months)

Deadline (*midnight, Paris time*): **23 August 2021** midnight (local time)

Application to be sent to: gender.ed@unesco.org, indicating the following reference: Communications Consultant.

OVERVIEW OF THE FUNCTIONS OF THE POST

Under the overall supervision of the Director of the Division for Education 2030 (ED/E30) and the Chief of the Section of Education for Inclusion and Gender Equality (ED/E30/IGE), and the direct supervision of the Communication Officer on one part and the Liaison Officer for the Joint Programme on the other part, the Contractor will support the digital and audio-visual communication efforts of the Section and the visibility efforts of the Joint Programme.

A. Section Communications – Digital/Creative (50%)

- 1) Implement the digital communication plan and update/improve it as needed based on upcoming landmarks and events, including a working list of outputs and timeline. The plan shall be implemented under guidance of the communication officer and in coordination with relevant colleagues in the ED Knowledge Management Services and align with ED Sector priorities and the communication strategy of the Section.
- 2) Produce at least 4 short videos of 1'30 maximum (English and French, with subtitles) on key themes around gender equality in education, on the basis of the concept note for the set of videos. This work includes the liaison and input, preparation of scripts, the identification of footage to use on the basis of existing/available audio-visual materials and the editing.
- 3) Design at least 15 engaging visuals and draft accompanying messages (English and French) for use on various social media platforms to promote gender equality in education and in support of advocacy projects, events and other needs. Ensure designs and materials align with the Education Sector branding requirements.
- 4) Monitor the dissemination of the digital content and provide one-page impact reports on the outcomes and metrics if available of the messaging developed and disseminated.
- 5) Assist with the sourcing, drafting and editing of at least 5 human-interest stories for the web. This work may also include support to website updates, creating a well-organized photo folder and other communication support as required by direct supervisor.
- 6) Liaise with the ED Knowledge Management Service unit on design and branding matters as needed.

B. Joint Programme visibility (50%)

- 1) Assist with the sourcing, drafting and editing of at least 3 human-interest stories for the web (at least 1 article per country) for the web, together with the Joint Programme colleagues at HQ and in the Field Offices.
- 2) Support the development and launch of a web-based collection of at least 12 beneficiaries stories (from 3 countries), including the collection of high-quality photos, input into the web platform and web content and the development of a launch plan.
- 3) Support the production of two country videos and one global video of 3-4 minutes each. This work includes input to the storyboard and video drafts, other video components (e.g. voice over, subtitles, background music) and support to the launch of the global video through the preparation of an article and social media assets (visuals and accompanying posts).

REQUIRED QUALIFICATIONS

EDUCATION

- Advanced university degree (Masters or equivalent) in communications, media/journalism, political science, social science or a related field.

WORK EXPERIENCE

- No less than two years of experience developing, producing, disseminating and monitoring creative communication and digital content, of which preferably one year at international level.
- Proven experience in global, regional and/or national visibility and communication efforts

SKILLS/COMPETENCIES

- Good communication and drafting skills, track record of raising awareness through engaging content.
- Capacity to design and produce visuals in multiple languages (English and French) and across various platforms and tools.
- Advanced knowledge of Adobe Photoshop, InDesign and other design and audio-visual software.
- Capacity to work in a fast-paced environment and deliver content in a timely manner.

LANGUAGES

- Excellent knowledge of both English and French.

DESIRABLE QUALIFICATIONS

WORK EXPERIENCE

- Experience working with UNESCO, UN entities, or other international/multilateral organizations

SKILLS/COMPETENCIES

- Experience in communicating on gender equality and/or education issues is an asset
- Ability to work independently given the potential remote nature of the role

LANGUAGES

- Knowledge of Spanish a plus

HOW TO APPLY

To apply, please submit your CV and cover letter to gender.ed@unesco.org, indicating the following reference: Communications Consultant **before 23 August 2021 midnight (local time)**.

Please note that only pre-selected candidates will be contacted.