

## TERMS OF REFERENCE

### UNFPA Turkey Communications Assistant

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<b>Type of Contract</b>	<b>: Service Contract</b>
<b>Level</b>	<b>: SB3/SC5</b>
<b>Duty Station</b>	<b>: Ankara, Turkey</b>
<b>Duration</b>	<b>: Up to 31 December 2022, with possibility of extension</b>

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#### **Background:**

UNFPA's global mission is to deliver a world where every pregnancy is healthy and wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA expands the possibilities for women and young people to lead healthy and productive lives. UNFPA has been operating in Turkey since 1971, currently running its 7th Country Programme (2021-2025) in more than 20 provinces. Delivery of accessible and rights-based reproductive health and youth-friendly services particularly targeting vulnerable groups, prevention of child, early and forced marriage, promotion of gender equality, prevention of gender-based violence, in-depth analysis of population dynamics are the main aims of 7th Country Programme. UNFPA works with governments, universities, CSOs and the private sector to support data collection, service delivery, capacity enhancement-trainings, and policy/legislation design on gender, development and humanitarian areas.

#### **Major Activities/Expected Results:**

To achieve the results of the 7<sup>th</sup> Country Programme, the services of a **Communications Assistant** is needed to support relevant communication, advocacy and programme activities with a focus on graphic design, video production, social media/website management and to provide the following services focusing on achievement of the following tasks:

- Supports in implementing UNFPA Turkey's communication strategy, yearly work-plan and ongoing communication activities.
- Supports in drafting a social media strategy and direction for all applicable social platforms, including recommendations for improvements.
- Supports in gathering content and coverage of relevant CO efforts/best practices to identify effective programme activities and results.
- Supports in producing/designing communication materials (e.g. brochures, visual materials, social media posts, web pages) that meet the UNFPA standards.
- Assists in managing UNFPA Turkey's website and drafting news articles, press releases, human interest stories and other advocacy/information materials for both web-based and traditional media.
- Assists in managing UNFPA Turkey's media accounts and increasing visibility of UNFPA Turkey on social media, as measured by number of followers and, in particular, engagement rates and reports on social media activities and engagements.
- Assists in conceptualizing, designing and executing creative, innovative and engaging campaigns and audio-visuals for use on website, social media and podcast, including video production, developing branding around special days and campaigns, infographics/data visualization (using supplied data, research and reports to present core messages and organize complex information into visual representations); carried across multiple channels.

- Continuously monitors the social media environment, identifies opportunities and develops ideas for engagement.
- Supports in providing creative vision and strategic consultancy for videographers, external designers, copywriters, photographers, animators and illustrators.
- Supports in organizing events, field visits, video/photo missions, press trips including supporting the necessary planning, logistics and administrative/operational arrangements for them.
- Monitors and reports communication materials prepared by implementing partners of UNFPA.
- Monitors and reports the related press content and maintains a timely library of media coverage.
- Designs monthly newsletters of UNFPA Turkey.
- Prepares donor requested visual communications/visibility reports.
- Maintains an up-to-date documentation center for communication materials including publications, press releases and clippings, photographs, videos, web resources etc.
- Reviews current photography/video assets, select quality pieces, archive properly for easy access.
- Performs any other duties, as required.

#### **Work Relations:**

Under the direct supervision of the Communications Analyst, the Communications Assistant will work closely with the rest of the UNFPA CO Team.

#### **Minimum Qualifications and Experience:**

<b>Education</b>	: Bachelor's degree in Communications, Journalism, Public Relations or a related field
<b>Experience</b>	: 5 years of relevant professional experience in communications, digital media, graphic design, public information or a related field
<b>Language</b>	: Fluency in written and spoken Turkish and English
<b>Computer Skills</b>	: Microsoft Office, Windows-based applications, integrated web-based management systems, design and video editing applications such as Adobe Illustrator, Photoshop, Premier, After Effects, Corel etc.
<b>Nationality</b>	: Turkish

#### **Skills and Competencies:**

- Experience in preparation of communication/social media campaigns is an asset.
- Experience in managing social media accounts and websites is an asset.
- Knowledge on graphic design and video production applications is an asset.
- Having basic photography skills is an asset.
- Working experience in relevant international organizations and/or private sectors is an asset.
- Familiarity with UN procedures and working methods is an asset.

#### **Core Competencies:**

- Values
- Being accountable
- Achieving Results
- Developing & Applying Professional Expertise
- Thinking Analytically & Strategically
- Working in Teams/Managing our-selves and relationships
- Communicating for Impact

**Functional competencies:**

- Advocacy/advancing a policy-oriented agenda
- External and internal communication and advocacy for RM
- Creating visibility for the organization
- Managing information and work flow
- Planning, organizing and multitasking