

INTERNATIONAL TELECOMMUNICATION UNION



ITU is the leading United Nations agency for information and communication technologies, with the mission to connect the world. To achieve this, ITU manages the radio-frequency spectrum and satellite orbits at the international level, works to improve communication infrastructure in the developing world, and establishes global standards that foster seamless interconnection of a vast range of communication systems. ITU also organizes global Telecom events bringing together the most influential representatives of government and the private sector to exchange ideas and knowledge for the benefit of all.

VACANCY NOTICE N° 36P-2019/SG-SPM/EXTERNAL/P3

Date of Issue: 15 November 2019
Currently accepting applications

Applications from women are encouraged

Functions: Editorial Coordinator and
Copywriter

Post Number: PM04/P3/760

Deadline for Applications (23.59 Geneva CH) :
15 January 2020

Duration of Contract: 2 years with possibility
of renewal for 2 additional years

Type of Appointment: Fixed-term
Appointment

Duty Station: Geneva, Switzerland

Grade: P3

Organ:

The General Secretariat directs all the administrative and financial aspects of the Union's activities, including the implementation of the provisions of the administrative regulations on operational questions, the dissemination of information on telecommunication matters for operational and other purposes, the provision of legal advice to the Bureaux of the Union and the departments of the General Secretariat, logistic support to the Union's activities including conferences, the coordination of the work of the Union with other international organizations, the dissemination of information to the Member States and Sector Members, press, corporate and individual users of telecommunications and the general public. The General Secretariat is also responsible for the organization of world telecommunication exhibitions and forums.

Organization Unit:

Within the General Secretariat, the Strategic Planning and Membership Department (SPM) advises the Secretary-General on strategic challenges and their implications for the Union in the fast evolving telecommunications/ICT environment; develops forward-looking strategic proposals to the ITU management team with a view to ensuring that the organization meets the objectives assigned by the membership; plans and coordinates the corporate and strategic activities with a view to ensuring their accordance with membership objectives; organizes and provides secretariat services to the Plenipotentiary Conference, Council, and other meetings in the general secretariat

in order to achieve a high level of involvement from Member States and Sector Members, develops and maintains sound relations with Member States, Sector Members and other entities, the UN and other international organizations. The Department is also responsible for providing expert advice on communication and promotion strategies and for developing and implementing the Union's corporate communication plan in cooperation with the three Sectors with a view to promoting ITU leadership in the field of telecommunications and ICT.

Duties / Responsibilities

In the Strategic Planning and Membership Department (SPM), and under the direct supervision of the Editor-in-Chief, Strategic Communication Division, the incumbent performs the following duties:

- Coordinates the short-, medium- and long-term editorial plan of the Division's content for a continuous, synchronized and comprehensive campaign approach across digital channels, including, but not limited to web; social media; email marketing; news, views and insight articles; advocacy and influencer campaigns; face-to-face speeches for the Secretary-General and the Deputy Secretary-General; and statements/op-eds for third-party channels.
- Writes and edits accessible, actionable, credible and trusted, relevant, timely and understandable content that supports the ITU brand and narrative. Uses storytelling techniques to produce content in the form of text, audio (podcasts) and video scripts, liaising with communication and marketing officers and subject matter experts across ITU, seeking clearance from business owners.
- Ensures relevance of the content to target audiences and influencers, thereby helping to meet the Division's Key Performance Indicators (KPIs). This is informed by a range of sources, including governance, influencer engagement, digital content, digital marketing and analytics colleagues in the Division.
- Ensures consistent quality of content in line with ITU digital, brand and communication governance.
- Liaises with internal and external thought leaders to generate guest contributor and thought leadership articles and interviews. Conducts original reporting by contacting and/or interviewing top experts for timely, relevant and actionable insights in line with the editorial strategy and planning, in the context of the world at large, on deadline.
- Works with colleagues as needed on content-related aspects of media relations. This could include drafting of op-eds, answers to media inquiries and other content, in line with corporate messaging on key trends.
- Performs other related tasks as required.

Competencies

- **Core Competencies:** Applying Expertise; Effective Communication; Learning and Knowledge Sharing; Organizational Commitment; Results-Focused, and; Teamwork and Collaboration.
- **Essential Functional Competencies:** Planning and Organizing; Analysis, Judgement and Decision-Making; Client and Service Orientation; Innovation and Facilitating Change; and Successful Management.
- **Essential Technical Competencies:** Sound news judgement and ability to maintain neutrality, relevance and balance; Proven superior news reporting, including interviewing top sources on deadline; Proven superior web, feature and SEO-optimized writing; Proven superior editing, rewriting and proofreading skills; Ability to frame longer-term ITU key issues in light of "daily" news hooks; Proven ability to create storytelling interviews and video scripts; Ability to

plan/schedule, conceptualize and produce campaign content on time, and; Knowledge of how key ICT trends such as 5G, artificial intelligence, the Internet of Things impact policy and people's lives.

Qualifications required

Education:

Advanced university degree in journalism, communication, international relations or a related field OR education from a reputed college of advanced education with a diploma of equivalent standard to that of an advanced university degree in one of the fields above. For internal candidates, a first university degree in one of the fields above in combination with seven years of qualifying experience may be accepted in lieu of an advanced university degree for promotion or rotation purposes.

Experience:

At least five years of progressively responsible experience in communications or journalism and digital content production or a related field, including at least two at the international level. A Doctorate in a related field can be considered as a substitute for two years of working experience. Digital content marketing experience and web communications would be an asset, including search engine optimization. Another asset would be experience working in the information and communication or related sector.

Languages:

Knowledge of one of the six official languages of the Union (Arabic, Chinese, English, French, Russian, Spanish) at advanced level and knowledge of a second official language at intermediate level. Knowledge of a third official language would be an advantage. (Under the provisions of Resolution No. 626 of the Council, a relaxation of the language requirements may be authorized in the case of candidates from developing countries: when candidates from such countries possess a thorough knowledge of one of the official languages of the Union, their applications may be taken into consideration.)

Additional Information:

Salary:

Total annual salary consists of a net annual salary (net of taxes and before medical insurance and pension fund deductions) in US dollars and a post adjustment (PA) (cost of living allowance). The PA is variable and subject to change without notice in accordance with the rates as set within the UN Common System for salaries and allowances.

Annual salary from \$ 60,233 + post adjustment \$ 46,199

Other allowances and benefits subject to specific terms of appointment, please refer to <http://www.itu.int/en/careers/Pages/Conditions-of-Employment.aspx>

Applicants will be contacted directly if selected for written test. Interviews may be used as a form of screening.

For further information concerning the Conditions of Employment please click [the following link](#)

Applicants will be contacted only if they are under serious consideration

Currently accepting applications



ITU is a smoke-free environment