



The ITU is a world-wide organization which brings governments and industry together to coordinate the establishment and operation of global telecommunication networks and services; it is responsible for standardization, coordination and development of international telecommunications including radiocommunications, as well as the harmonization of national policies.

ITU adopts International Regulations and treaties governing all terrestrial and space uses of the frequency spectrum as well as the use of all satellite orbits which serve as a framework for national legislations; it develops standards to foster the interconnection of telecommunication systems on a worldwide scale regardless of the type of technology used; it also fosters the development of telecommunications in developing countries.

The ITU organizes worldwide and regional exhibitions and forums bringing together the most influential representatives of government and the telecommunications industry to exchange ideas, knowledge and technology for the benefit of the global community, and in particular the developing world.

VACANCY NOTICE No. P1-2010

Date of issue: 7 January 2010 Deadline for applications: 8 March 2010	Applications from women are encouraged
Functions: Promotion and Communication Strategy Advisor	Post number: PM04/P4/223
Type of appointment*: Fixed-Term for two years	Date of entry: As soon as possible
Grade: P.4	Duty station: ITU Headquarters, Geneva, Switzerland

General Secretariat

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.

Organizational 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, developing and implementing the Union's corporate communication plan in cooperation with the three Sectors and with the view to promote ITU leadership in the field of telecommunications and ICT.

Duties / Responsibilities

Under the supervision of the Head, External Affairs and Corporate Communication Division of the Strategic Planning and Membership Department, the incumbent promotes the International Telecommunication Union's activities in view of

* The type and duration of appointment for internal candidates will depend on their contractual status.

creating and enhancing visibility, awareness and prestige for the Union in the telecommunication and ICT business. The incumbent:

- Takes the lead in strategic planning, development and implementation of large, complex promotional and communication campaigns (e.g. public information programmes for a region, broad-reaching subject specific issues, etc.).
- Develops and proposes an ITU promotion and communication strategy dedicated to the telecommunication and ICT business key players in view of increasing the participation and recruitment of Sector Members and Associates, in collaboration with the Corporate Governance and Membership Division.
- In coordination with the ITU Sectors, proposes and implements promotion strategies covering ITU high-profile activities such as the ITU World Telecommunication and Information Society Day (WTISD) aimed at increasing ITU's profile and credibility; identifies and examines promotion opportunities, recommends options, tactics and implementation measures specific to various regions/countries; evaluates the relative effectiveness of strategies and activities chosen and recommends modifications.
- Proposes, organizes, implements/conducts promotion campaigns/activities related to ITU's participation in external and internal exhibitions and events; establishes and maintains contacts with key industry players, other telecommunication or international organizations in order to develop and coordinate joint promotion activities designed to increase industry interest in the Union's work.
- Develops new ideas, products and promotion and communication material for both printed but mostly for electronic distribution designed to enhance ITU visibility in the telecommunication and ICT business and targeted to different cultural communities.
- Keeps abreast of new ideas and developments in the promotion and communication environment in order to keep his/her activities in line with current trends. Develops global promotion and communication guidelines.
- Participates at conferences, meetings, exhibitions and industry events with a view to promote the Union's activities.
- Prepares reports on achievements and objectives of the promotion and communication strategies.
- Provides advice to ITU managers on promotion and communication matters and responds to requests for information, briefings and presentations from members of the international telecommunications community ensuring that responses are up-to-date and complete and promote a positive understanding of the ITU's work and objectives.
- Serves as focal point for the ITU social media platform on the web.
- Performs other duties as required.

Qualifications required

- Advanced university degree in advertising, marketing/promotion, communications, journalism, public or international relations or a related field OR education in a reputed college of advanced education with a diploma of equivalent standard to that of an advanced degree in one of the above-mentioned fields. A first university degree in one of the above fields in combination with qualifying experience may be accepted in lieu of an advanced university degree in the case where no suitable candidate with an advanced degree is identified.
- At least seven years of relevant and practical experience including at least three years dealing with international issues, in working positions related to marketing, promotion, corporate communication, public information or media relations.
- Excellent knowledge of one of the six official languages of the Union (Arabic, Chinese, English, French, Russian, Spanish) and very good knowledge of a second official language. 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.)

Competencies

- Political sensitivity. Resourcefulness, initiative, maturity of judgment and negotiating skills. Courtesy, tact, diplomacy and ability to work effectively with people of different national and cultural backgrounds.
- Excellent interpersonal and conceptualization skills.
- Ability to communicate written and verbally in a succinct, clear and persuasive manner. Skill in public speaking.
- Demonstrated experience in creative and strategic thinking, oral communication, writing, editing and effective dissemination of information.
- Superior organizational skills and acute attention to detail; ability to learn and apply new skills; prioritize and competently manage a variety of activities with multiple deadlines; motivation and willingness to take initiative and full responsibility for selected activities.

Conditions of employment

The ITU offers an attractive remuneration package including:

- an annual net base salary (subject to mandatory deductions for pension contributions and health insurance) and a variable post adjustment for a total of US \$ 126,864 to US \$ 165,504 (with dependents) or US \$ 118,138 to US \$ 153,088 (without dependent), 30 days of annual vacation and;
- subject to eligibility: dependency benefits, education grant, rental subsidy, relocation and repatriation expense; home leave.

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

How to apply

External applicants are requested submit their application with a completed ITU Personal History Form ([PHF](#)), available on the ITU Web Site, to the Human Resources Administration Division. **Any application submitted without the ITU PHF will not be considered.**

Additional Information

- In accordance with Resolution 48 (Rev. Antalya, 2006) adopted by the Plenipotentiary Conference:
 - In choosing between candidates who meet the qualification requirements for a post, preference shall be given to candidates from regions of the world which are insufficiently represented in the staffing of the Union.
 - Recruitment can take place at one grade lower when no candidate fulfils all the qualification requirements.
- In accordance with Resolution 1187 approved by the Council 2001, Member States and Sector Members are encouraged to suggest appropriately qualified women candidates for ITU staff positions, especially at Professional and higher levels.
- Applications from outside may be submitted through an Administration or directly to the Union on the understanding that the Secretary-General would in such cases normally consult with the Administrations of the nationals involved before making a final selection.
- Spouses and unmarried children of the family of International Civil Servants have access to the Swiss employment market under conditions stipulated by the competent Swiss authorities.
- **The statutory retirement age for staff entering or re-entering service after 1 January 1990 is 62. Only applicants who are expected to complete a term of appointment will normally be considered.**

APPLICANTS WILL BE CONTACTED ONLY IF THEY ARE UNDER SERIOUS CONSIDERATION



The ITU is a smoke-free environment