



*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. P3-2010

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| <b>Date of issue:</b> 29 January 2010<br><b>Deadline for applications:</b> 29 March 2010 | <b>Applications from women are encouraged</b>              |
| <b>Functions:</b> Senior Media Relations Officer   | <b>Post number:</b> PM4/P4/210                             |
| <b>Type of appointment*:</b> Fixed-Term for two years                                    | <b>Date of entry:</b> As soon as possible                  |
| <b>Grade:</b> P.4  | <b>Duty station:</b> 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.

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

## **Duties / Responsibilities**

In the Strategic Planning and Membership Department, under the supervision of the Chief of External Affairs and Corporate Communication Division, the incumbent plans and carries out media relations programmes and activities, to this end he/she will:

- Write draft policy papers on media relations that examine opportunities and recommend strategies and policy options, tactics and implementation measures.
- Identify projects and activities that are high-profile or that support ITU's key messages and develop proposals that seek to maximize ITU's visibility; once approved, implement the deliverables according to agreed timetables and budgets.
- Analyze the effectiveness of the Union's media relations activities and advise the Head of the Division on possible strategic changes, seek the support of media representatives to promote an accurate image of the Union and its activities and in positioning ITU as a pre-eminent ICT organization and the UN's lead agency in ICT; establish and maintain regular contacts with reporters and editors of key national and international media, pitch stories and convince them of their news value.
- Establish a new system for media monitoring, including analysis, performance tracking and regular reporting to senior ITU staff and elected officials. Manage direct response to the media where appropriate (PR opportunities, corrections).
- Identify and develop media opportunities for key ITU events. Serve as media focal point at such events. Provide support to Bureaux for media relations activities, where requested. Ensure the effective management of the media accreditation system and the provision of appropriate working facilities for journalists at ITU events.
- Prepare selected ITU press releases: writing, approval, distribution, and manage selected ITU press conferences: logistics (venue, equipment, webcast, access, photography, etc.), announcements and invitations, direct soliciting of media interest, briefing notes for SG and elected officials, liaison with podium speakers, follow-up.
- Research, write creatively and speedily and/or edit articles, features, speeches, opinion/editorials and other information products on a broad range of issues.
- When commissioning articles, produce the necessary briefs and identify suitable copy writers; supervise the preparation of and review the commissioned texts editorially and from the story angle. Pitch the stories for placement in external publications as required.
- Provide editorial guidance to authors of information products and ensure that all ITU information material designed to inform the media and the public conforms to the Union's policies and is suitable for the targeted audience.
- Identify and manage the need for media training of ITU media resource persons; organize and coordinate training as required. Develop 1-page briefings on each specialist topic for use by Global Experts when dealing with the media.
- Actively liaise with the Bureaux and other ITU teams, to ensure effective information flows, identification of opportunities, and reactivity.
- Performs other duties as required.

## **Qualifications required**

- Advanced university degree in journalism, communication, public or international relations, political or social science, business or liberal arts or in 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.
- More than seven years of relevant and practical experience including at least three years dealing with international issues in working positions related to corporate communication, public information and media relations, preferably in a telecommunications or ICT environment.
- Excellent knowledge of one of the six official languages of the ITU (Arabic, Chinese, English, French, Russian, Spanish) and very good knowledge of a second language. English is essential. Knowledge of a third 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**

- Excellent communication skills (oral and written) with solid writing and editing skills; ability to write analytically, concisely and speedily and have a high-quality, high-volume output.
- Excellent organizational skills and ability to manage several different tasks with differing priorities simultaneously and deliver fast and accurately without affecting quality under tight deadlines.

- Ability to learn quickly and work as a team member in a fast-paced, deadline-oriented environment. This involves working beyond the normal official hours so as to meet the critical production deadlines.
- Excellent knowledge of the media including reporters and editors and their specialization as well as media working methods, imperatives and constraints; proven record of placing stories through personal contacts in key media.
- Ability to judge newsworthy information.
- Broad knowledge of the telecommunication/IT industry at the international level.
- Very good computer skills (word processing and desktop publishing).
- Demonstrated initiative and capacity to work and deliver under pressure.
- Ability to foster good, constructive relations with a broad range of officials.
- Service-oriented personality, initiative and resourcefulness in problem-solving and in job improvement.

#### **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 Policies 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**