

## **Terms of Reference for a Communication Officer**

**Duty Station:** Athens, Greece or Podgorica Montenegro (to be agreed with the successful candidate)  
**Duration:** Three years, annually renewable, potentially extended  
**Suggested Grade:** Programme Officer  
**Application Deadline:** 24 September 2017

### **Background and Scope of Position**

The Communications Officer (CO) will be engaged in the communications of the work programme of the Global Water Partnership - Mediterranean (GWP-Med) in Southeastern Europe and the Thematic areas of:

- i) Transboundary Water Resources Management,
- ii) Water-Energy-Food-Environment Nexus.

More specifically the CO will support the communication of at least two projects implemented by GWP-Med:

1. GEF UNDP Full Size Project “Enabling Transboundary Cooperation and Integrated Water Resources Management in the extended Drin River Basin”.
2. “Promoting the Sustainable Management of Natural Resources in Southeastern Europe, through the use of Nexus approach” supported by the Austrian Development Agency.

More information about the two projects is included in the respective Information Notes accompanying these ToRs.

The countries of focus are primarily those of Southeastern Europe i.e. Albania, Bosnia and Herzegovina, Former Yugoslav Republic of Macedonia, Kosovo (\*), Montenegro, Serbia.

The position reports to the GWP-Med Transboundary Waters Theme Leader, and to the GWP-Med Executive Secretary for any additional communication activities related to the general GWP-Med work programme.

### **1. Duties and responsibilities**

The CO will primarily be part of the Thematic areas’ and projects’ teams. She/He shall be responsible for building the strategic communication of the Themes as part of the overall GWP-Med communications agenda, and of the projects that she/he will serve. She/He shall also be responsible for all related targeted and general communication, awareness raising, and information provision activities towards governments, stakeholders and the wider public. Within these, she/he shall assist defining and communicating the appropriate messages and information to the appropriate stakeholders to facilitate i) their meaningful participation; ii) achievement and sustainability of the envisaged -each time- project results.

More specifically the CO will:

1. Develop and implement Themes’ and projects’ communication strategies.
2. Provide communication guidance to the related Thematic teams and projects.

3. Identify, implement and use related communication tactics, tools and activities, contributing in the achievement of the projects' objectives and results as well as in the sustainability of the latter. Guide and oversee the creation of the brand (branding) and visual identity of projects and processes; guide and oversee the development of related products.

Tactics tools and actions will include but not necessarily limited to the following:

- i. Organizing and implementing awareness raising, information provision and strategic communication campaigns.
  - ii. From project brief to production, coordinating the development of various communication materials by packaging thematic and project contents in different formats e.g. milestone reports, brochures, fact sheets, newsletters, summaries, videos, animation, speeches, stories, etc., and managing all supplier relationships in the process.
  - iii. Identifying media opportunities and developing appropriate media releases and organizing media events; Fostering media relations in the countries where the projects are implemented; Sustaining communication with media in these countries.
  - iv. Creating rich and compelling content for website, microsites and social media.
4. Identify, articulate and communicate success stories.
  5. Prepare summaries of technical reports and studies in layman's terms, in the fields related to the Transboundary Water Resources Management and the Nexus approach i.e. water resources, agriculture, energy and environment, with the aim to communicate these to the stakeholders and the broader public.
  6. Liaise with project partners to ensure their contribution in communication related actions.
  7. Facilitate discussions during consultation meetings.
  8. Draft, implement and monitor annual and monthly communication workplans and budgets. Prepare related reports.
  9. Draft the part of project proposals related to communications.
  10. Make local and international travels per project needs.
  11. Ensure that communications remain neutral with regard to the geo-political/political and security related sensitivities of the beneficiary countries; in this respect, ensure that communication material and content are aligned with the respective rules and regulations of GWP and the UN system.
  12. Represent GWP-Med and present, as necessary, in meetings and other appropriate fora at regional and international levels on issues related to the duties and responsibilities of the position.
  13. Participate and contribute to the work of GWP-Med's communication team. In this regard feed the team with news stories to be used for the overall communication of the work of the organization.
  14. Undertake any other actions related to communications as requested by the GWP-Med Transboundary Waters Theme Leader and the GWP-Med Executive Secretary.

## **2. Competencies**

### *Corporate competencies*

- Able to coordinate well with diverse individuals and teams and to work effectively with colleagues and stakeholders to achieve results.
- Applies principles of ethics, transparency and non-discrimination.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Treats all people fairly without favouritism.
- Fulfils all obligations to gender sensitivity and zero tolerance for sexual harassment.
- Openness to change and ability to receive/integrate feedback.

### *Functional competencies*

- Strong interpersonal and communication skills. Articulate and confident oral communication and ability to engage and interact at various levels.
- Ability to work under pressure and stressful situations.
- Strong analytical, writing, reporting and presenting abilities.

### **3. Qualifications**

#### ***Academic Qualifications/Education required***

- University decree on communications, media, journalism, or other relevant field. An additional qualification in the field of water resources management, sustainable development, environment, political science, social science and/or international affairs, would be an advantage.

#### ***Experience***

##### *Required*

- As least 7 years of professional experience on communications related to any of the following: water resources management, sustainable development, development cooperation, environment, international affairs, or related fields.

##### *Desired*

- Very good understanding of the socio-economic and political background in South East Europe.
- Working experience in the field of the Nexus approach or on integrated planning of water with other sectors including energy, food or environment.
- Knowledge of the Regional Cooperation Council institutional setting and operations including in relation to the SEE2020 strategy.
- Working experience with the national institutions and stakeholders in Southeastern Europe.
- Experience in editing and in the production process.
- Experience in working across a range of media platforms.
- Proficient use of photo editing software would be an advantage.

#### ***Language skills required***

- English is the working language for this position, therefore excellent oral and written communication skills in English are required. The same skills in one of the languages of the countries in of Western Balkans is considered an asset. Knowledge of French would be an advantage.