Title: Communication Officer – Transcultura Programme  
Domain: Culture  
Level: Middle  
Organizational Unit: Culture Sector  
Duty Station: UNESCO Regional Office for Culture in Latin America and the Caribbean (Havana, Cuba)  
Type of contract: Consultancy  
Duration: Initial duration of 4 months (15 November 2021 – 28 February 2022) with possibility of extension subject to availability of funds and satisfactory performance  
Deadline (23:59, Havana time): 8 November 2021  
Application to be sent to: a.navarro-sanchez@unesco.org

Background

The UNESCO Regional Office for Culture in Latin America and the Caribbean is in charge of the implementation of the UNESCO programme Transcultura: Integrating Cuba, the Caribbean and the European Union through Culture and Creativity, supported by the European Union. The Programme is built on two components: the first focusing on strengthening the skills and capacities of young cultural professionals and the second on enhancing opportunities through knowledge transfer and exchanges. It includes the establishment of a regional Cultural Training Hub in Cuba and will create opportunities for entrepreneurship, socio-economic projects and collaboration in the cultural and creative sectors, heritage and tourism within the Caribbean region and with the European Union.

The programme was launched at the beginning of 2020 and is expected to last until the end of 2023. A dedicated Communication and Visibility Plan has been defined, in line with the Communication and Visibility Manual for EU-funded External Actions, and a visual identity for the programme has been developed.

In the context of the implementation of the programme, the UNESCO Regional Office for Culture in Latin America and the Caribbean is looking for a Communication Officer to plan and implement all activities related to internal and external outreach and visibility, in line with the programme’s Communication and Visibility Plan. The overall purpose is raising awareness about the programme and its achievements, as well as, more globally, on the role of the cultural and creative sectors for sustainable development and the achievement of the 2030 Agenda Sustainable Development Goals.

The position is advertised for an initial duration of four months (1 November 2021 to 28 February 2022), with possibility of extension subject to availability of funds and satisfactory performance. The selected candidate will work in close cooperation with a graphic design expert.

Background information:

- Template of UNESCO service contracts;  
- Transcultura Communication and Visibility Plan;  
- Manual for the visual identity of the Transcultura programme;  
- Webpage of the Transcultura programme: https://en.unesco.org/fieldoffice/havana/transcultura  
- Social media channels of the Transcultura programme:
  - Twitter: https://twitter.com/unescohavana?lang=es  
  - Facebook: https://www.facebook.com/UNESCOHabana/  
  - Instagram: https://www.instagram.com/unescohavana/

Overview of the functions of the post

Under the overall authority of the Director of the UNESCO Regional Office for Culture in Latin America and the Caribbean and the direct supervision of the Coordinator of the Transcultura programme, the Communication Officer shall:

• Implement the Transcultura Programme Communication and Visibility Plan, and propose modifications as appropriate;  
• Develop communication messaging and materials for different audiences (governments, donors, partners and the press), concerning either the programme as a whole or individual activities.
• Upscale the Transcultura website and ensure its regular update through webnews and other relevant materials;
• Implement media outreach initiatives;
• Monitor information sources (news, articles, academic papers, infographics, maps, videos, etc);
• Oversee the production of audio-visual materials (videos, etc.);
• Oversee the work of a photographer and videographer for the Transcultura programme.

Summary of work assignment:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Deadline</th>
<th>Financial Proposal</th>
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<tbody>
<tr>
<td>• Revised Communication and Visibility Plan</td>
<td>10 December 2021</td>
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<td>• 4-month Social media plan</td>
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<td>• 2022 calendar of Transcultura</td>
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<td>• Plan for photos and video shooting</td>
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<td>• Plan for the update of the webpage</td>
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<td>• List of communication outputs developed (webnews, social media posts, etc.)</td>
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<td>• Documentation of a Press visit at the Santa Clara Convent</td>
<td>31 January 2022</td>
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<td>• Communication file for the European Union</td>
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<td>• Photo exhibition</td>
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<td>• Communication outputs for the Jazz Plaza Festival</td>
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<td>• Visual file for the 2021 Transcultura report</td>
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<td>• List of communication outputs developed (webnews, social media posts, etc.)</td>
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<td>• Updated webpage</td>
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<td>• Social media plan for 2022</td>
<td>28 February 2022</td>
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<td>• List of communication outputs developed (webnews, social media posts, etc.)</td>
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<td>• Final report</td>
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Competencies

A successful candidate will be required to demonstrate the following core competencies:

Accountability
Communication
Teamwork
Innovation
Results focus
Planning and organizing
Knowledge sharing and continuous improvement

For detailed information please consult the UNESCO Competency Framework

Required qualifications

Education
Bachelor’s degree in Communication, Journalism, Media Relations, Public or International Relations, Publishing Development, Political Science, or other related subject.

Work Experience
• A minimum of 5 years of progressively responsible relevant experience in the field of culture and communication related activities (web communication, website management, content management, web editing, media relations, writing and outreach).
• A minimum of 2 years of experience with a multilateral or international organization, or in the UN system.
• Proven experience in the production of diverse communication tools and outreach in the field of culture and development.

**Skills and competencies**

• Excellent oral communication skills in English.

• Strong writing and editing skills in English with proven ability to draft clearly and concisely in order to communicate information about the project, present knowledge generated through the project and package such information and knowledge into various attractive communication tools.

• Advanced IT skills, excellent command of Microsoft Office™ tools (Word, Excel, etc.) as well as InDesign, Final Cut.

• Proven competence related to the management of websites and social media communication (e.g., WordPress, Blogger, Facebook, Twitter, LinkedIn, YouTube, Pinterest).

• Knowledge of Content Management System (CMS)/Drupal.

• Excellent coordination and interpersonal skills.

• Good analytical, problem solving and organizational skills.

• Ability to work effectively in a team environment and to maintain effective working relations within a multi-cultural environment.

• Ability to manage a heavy workload and to meet tight deadlines, paying close attention to detail and quality of work.

**Languages**

Fluency in English and Spanish (written and spoken).

**Desirable qualifications**

**Education**

• Master’s degree in Communication, Journalism, Media Relations, Public or International Relations, Publishing Development, Political Science, or other related subject.

• Relevant professional training in a culture-related area.

**Work Experience**

• Previous.

• Experience related to cultural and creative industries.

• Experience in mobilizing a wide range of artists and cultural professionals through advocacy.

**Skills and competencies**

• Good knowledge of UNESCO’s standard setting instruments and programmes in the field of culture.

**Languages**

Knowledge of French (written and spoken).

**Assessment**

A written and oral assessment exercise will be used in the evaluation of candidates.

**How to apply**

Please send your application (CV and motivation letter) by e-mail to a.navarro-sanchez@unesco.org, by 31 October 2021 (23:59, Paris time), using the UNESCO CV form attached to this advertisement (Form_HR_5-1_ex_250).