

UNOPS helps its partners in the United Nations system meet the world's needs for building peace, recovering from disaster, and creating sustainable development. UNOPS is known for its ability to implement complex projects in all types of environments around the globe. In an effort to promote organizational excellence, UNOPS seeks highly qualified individuals for the following position:

### **Vacancy Details**

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**Vacancy code:** VA/2018/B5109/14873  
**Post Title:** Communications Manager  
**Post Level:** LICA Specialist-9  
**Org Unit:** ECR, RSOC, Serbia  
**Duty Station (DS):** Belgrade, Serbia  
**Duration:** One year with possibility of extension  
**Closing Date:** 29 January 2018

### **1. Programme Background**

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The “Enhancing Good Governance and Social Inclusion at Local Level in Serbia” Programme (Swiss PRO) will improve local capacities primarily in 99 municipalities in Šumadija and Western Serbia, and South and Eastern Serbia regions to apply good governance (GG) principles in local policies and regulations and thus increase social cohesion. The Government of Switzerland has allocated CHF 6.9 million for the Programme, with the United Nations Office for Project Services (UNOPS) responsible for its implementation, in cooperation with the Standing Conference of Towns and Municipalities (SCTM).

The Programme has to fulfil two main goals:

1. To contribute to the enhancement of organisations and officials' knowledge and skills
2. To positively change the scope and quality of public services rendered to citizens, especially to those from excluded groups.

Both goals will lead to improved regulations, institutional, technical and human capacities for the enhancement of e-services. In addition, capacity building will be provided to local civil society organisations (CSOs) as well as institutions dealing with social inclusion and gender equality.

Overall, this will contribute to the improved rule of law at the local level, increased accountability, transparency and efficiency and effectiveness of the local governments (LSGs), and ultimately improvement of quality of life of citizens, especially excluded citizens.

The Programme will coordinate its activities with the key line-national-level institutions, while observing the national strategies, laws and relevant development documents, which will contribute to sustainability, ensure national ownership and develop national capacities. The content and the scope of the Programme will significantly complement the European Union Support to Municipal Development – EU PRO Programme.<sup>1</sup>

### **2. Duties and Responsibilities**

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#### **Purpose and Scope of Assignment**

Under the direct supervision of the National Programme Manager, the Communications Manager will be responsible for efficient and effective management of communication activities. He/she will play a lead role in the design, implementation, monitoring, and evaluation of communication activities, while ensuring full compliance with the donor's visibility requirements and guidelines, with objective to raise awareness of target audiences about activities, results and impact of the Swiss PRO Programme.

The Communications Manager will undertake the following activities/responsibilities:

#### **Stakeholder Management:**

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<sup>1</sup> The Programme will be implemented by UNOPS, with the EU funding of 25 million Euros, over 36 months and is focussed on improving business environment for small and medium enterprises and entrepreneurs, including building infrastructure to improve local economy, quality of life and the efficiency of local authorities in property management.

- Establish and cultivate relationship with the counterparts in the Swiss Agency for Development and Cooperation (SDC), relevant ministries and governmental bodies, SCTM, local self-governments, development organisations and programmes and other key stakeholders
- Establish and cultivate relationship with relevant counterpart in complementary EU PRO Programme
- Establish and cultivate partnerships with the key national, regional and local media
- Play a leading role in collating and developing external reports used to inform donor and the key stakeholders of Swiss PRO interventions, and key developments in the Programme Area
- Contribute to presentation of the Programme's support to key stakeholders, as per agreement with the Programme Manager and/or National Programme Manager

#### **Delivery and Performance:**

- Manage and conduct at least one annual mapping of Swiss PRO stakeholders
- Lead in the development, implementation, and evaluation of the Swiss PRO Communication Strategy that will identify goals, opportunities, and tools for the promotion of the Programme actions
- Lead in the development and manage implementation of the Programme's Internal and External Communications Plan
- Manage activities related to the visibility and publicity of the support which the Swiss Government and the Serbian Government provide to the Swiss PRO area
- Manage and supervise the organisation of the donor's, Embassy's, Government officials visits
- Lead in providing communications support to Swiss PRO sectors in order to promote activities, results and impact of the Programme
- Manage cooperation with media and provision of information on the Swiss PRO activities
- Identify, develop, and manage media partnership projects
- Supervise establishment and maintenance of the contact database of media and the library of Swiss PRO's media coverage
- Ensure monthly qualitative and quantitative analysis of Swiss PRO's media coverage to the National Programme Manager and all Programme personnel and informed on any news, which may affect the Programme activities
- Manage the design of the Swiss PRO's website and ensure the portal is systematically updated and maintained
- Supervise the designers work on visibility/promotional material in accordance with the approved Communication and Visibility Plan
- Manage organisation of the press conferences/public events to raise awareness of the Programme
- Provide communication support for organisation of trainings, workshops and other Programme events
- Prepare Terms of Reference for communications and other consultants needed for this portfolio
- Manage and oversee communications consultants and service providers
- Supervise and manage preparation of tenders for the publicity material (including print, graphics, web, audio and video)
- Manage the quality of implemented activities and ensure products are accepted by the National Programme Manager and the SDC
- Ensure good governance and gender equality principles and practices are incorporated into the communications products, in accordance with the Programme's objectives and methodology.

#### **Procedures:**

- With support from the National Programme Manager, ensure respect of project management requirements
- With support from the Operations Specialist and the Procurement Officer, ensure respect of UNOPS' procurement procedures
- In cooperation with the National Programme Manager and with support from the Operations Specialist and the Finance Officer, ensure efficient and effective management of the communications budget and that all expenditure complies with UNOPS Financial Rules and Regulations (FRR)
- Contribute to development, update and implementation of the Programme's plans
- Contribute to identification and assessment of risks and implement mitigation measures in accordance with the Programme's Risk Management Strategy
- Contribute to the Programme planning activities and ensure timely delivery of approved work, procurement, and financial plans for the Communications activities
- Provide accurate and high quality inputs to Swiss PRO reports

- Provide accurate and quality inputs needed for monitoring of the Programme's performance, outputs and benefits as required by the National Programme Manager
- Ensure respect of UNOPS and Swiss PRO configuration management requirements

**Knowledge Management:**

- Participate in the UNOPS' Communities of Practice
- Provide feedback to Practice Leads on policy, supporting guidance with an aim towards continuous improvement of UNOPS policies
- Contribute to identification and sharing of the Programme's lessons learned and the best practices as per reporting format.

**Personnel Management:**

- Manage, lead, and motivate the communications personnel and ensure they respect professional standards of conduct
- Ensure good quality conduct of full performance evaluation cycle, completion of mandatory courses and encourage personnel continuous learning and development
- Closely monitor and assess performance of external consultants

Perform other duties as may be reasonably required and in line with the incumbent's scope of services above.

At the request of the UNOPS Serbia Operations Centre (RSOC) Manager and as may be reasonably required, provide support to the RSOC activities in line with the scope of services above in order to further the common objectives of the RSOC and its projects' donors.

**3. Required Selection Criteria****a. Education**

- Master's degree preferably in communications, journalism, public relations, international relations or a related field is required
- A relevant Bachelor degree in combination with two years of relevant professional experience would be accepted in lieu of Master degree

**b. Work Experience**

- Minimum two years of relevant work experience in communications, public relations, media or journalism is required
- Experience with international organisations is an asset

**c. Language Requirements**

- Fluency in Serbian and English is required

**d. Driving licence**

- Driving license and ability to travel independently is required

**e. Certification**

- Projects IN Controlled Environments (PRINCE 2) Foundation Certification is an asset

**f. Core Competencies**

Treats all individuals with respect; responds sensitively to differences and encourages others to do the same. Upholds organizational and ethical norms. Maintains high standards of trustworthiness. Role model for diversity and inclusion.



Acts as a positive role model contributing to the team spirit. Collaborates and supports the development of others. **For people managers only:** Acts as positive leadership role model, motivates, directs and inspires others to succeed, utilizing appropriate leadership styles.



Demonstrates understanding of the impact of own role on all partners and always puts the end beneficiary first. Builds and maintains strong external relationships and is a competent partner for others (if relevant to the role).



Efficiently establishes an appropriate course of action for self and/or others to accomplish a goal. Actions lead to total task accomplishment through concern for quality in all areas. Sees opportunities and takes the initiative to act on them. Understands that responsible use of resources maximizes our impact on our beneficiaries.



Open to change and flexible in a fast paced environment. Effectively adapts own approach to suit changing circumstances or requirements. Reflects on experiences and modifies own behaviour. Performance is consistent, even under pressure. Always pursues continuous improvements.



Evaluates data and courses of action to reach logical, pragmatic decisions. Takes an unbiased, rational approach with calculated risks. Applies innovation and creativity to problem-solving.



Expresses ideas or facts in a clear, concise and open manner. Communication indicates a consideration for the feelings and needs of others. Actively listens and proactively shares knowledge. Handles conflict effectively, by overcoming differences of opinion and finding common ground.

### **Submission of Applications**


Qualified candidates may submit their application, including a Letter of Interest and Curriculum Vitae to UNOPS via UNOPS Jobs at following link:

<https://jobs.unops.org/Pages/ViewVacancy/VADetails.aspx?id=14873>

**Kindly note that this is a local position open to nationals of Serbia and to individuals who have a valid residence/work permit.**

### **Additional Considerations**

- Please note that the closing date is midnight Copenhagen time (CET)
- Applications received after the closing date will not be considered.
- Only those candidates that are short-listed for interviews will be notified.
- Qualified female candidates are strongly encouraged to apply.
- For staff positions only, UNOPS reserves the right to appoint a candidate at a level below the advertised level of the post.
- The incumbent is responsible to abide by security policies, administrative instructions, plans and procedures of the UN Security Management System and that of UNOPS.



It is the policy of UNOPS to conduct background checks on all potential recruits/interns. Recruitment/internship in UNOPS is contingent on the results of such checks.

For more information on UNOPS, please visit the UNOPS website at [www.unops.org](http://www.unops.org)