



**World Food
Programme**

**Programa
Mundial de
Alimentos**

Communications Officer

Location: Brasília, Brazil

Type of Contract: Service Contract

Duration of Contract: 06 months (renewable)

Level: SB-4/3

Number of positions: 01

Application deadline: 17 May, 2020

Background

Are you interested in international organizations and humanitarian work? Do you have experience with communications in multicultural environments? Do you want to know how can you contribute to achieve Zero Hunger by 2030?

If yes, this opportunity is for you.

At WFP Centre of Excellence against Hunger in Brazil, we are looking for talented and experienced professionals to join our team in Brasilia. As Communications Officer, you will work under the general supervision and reports to the Centre's Director. In this position you are expected to implement the communications plan by supporting and delivering a range of communications activities, providing research and analysis, and prioritising effectively. You will be heavily involved in day-to-day activities and analytical work, expected to provide advice on less complex issues.

About the Centre of Excellence against Hunger

WFP Centre of Excellence against Hunger in Brazil is a global hub for South-South Cooperation and capacity development in the areas of school feeding, food security and nutrition. It is an innovation that seeks to respond government demands for technical support to strengthen their national capacities and knowledge on sustainable school feeding and other food security programme and to support them in the design and implementation of these programmes. For more information, visit <https://centrodeexcelencia.org.br/en/>.

About the World Food Programme

WFP is the largest humanitarian agency fighting hunger worldwide. Our mission is to help the world achieve Zero Hunger in our lifetimes. Every single day, we work worldwide to ensure that no child goes to bed hungry and that the poorest and most vulnerable, particularly women and children, can access the nutritious food they need. For more information please go to <https://www1.wfp.org/>.

Duties and Responsibilities

Reporting directly to the Country Director and with functional supervision from the Regional Communications Officer, you will be responsible for the following duties:

- Implement country specific communication work plans designed to maintain and enhance the visibility and reputation of WFP, as well as support fundraising activities, ensuring alignment with overall communications and WFP strategies.
- Support the design and implementation of communications strategies in order to generate greater awareness, understanding and support for school feeding and hunger solutions and the work of the Centre in south-south cooperation;
- Advise Centre's staff at all levels of potential impact of press activities and statements;
- Contribute to communications through good research, analysis of assigned area of work and timely preparation and distribution of information products to target audience(s).
- Maintain a contact list of journalists and media outlets and support the flow of news/information about WFP's work to the media, in order to support regular and appropriate communications.
- Support the social media plan by developing social media content, and utilising platforms, networks and partners to enhance coverage and support of WFP's activities.
- Generate donor specific visibility content including, text, photos, videos and audio for use across a range of integrated online platforms, in order to support global and country fundraising activities, ensuring consistency with corporate messages.
- Monitor and analyse traditional and social media to inform the development and/or evaluation of communication activities and strategies.
- Guide and supervise more junior staff, acting as a point of referral and supporting them with more complex analysis and queries.
- Collate outreach data contribute to the preparation of accurate and timely reports, Support communications activities that enable informed decision making and ensures consistency of information presented to the media and other stakeholders.
- Support capacity building of WFP staff on all aspects of communication, provides advice and guidance within area and level of expertise, in order to ensure that all activities meet desired standards of consistency, quality and impact. For example the design and review of training materials.
- Liaise and interact with WFP staff and external counterparts to support aligned activities and a coherent approach to communications within WFP.
- Follow standard emergency preparedness practices to support WFP to quickly respond and deploy food, needed resources or assistance to affected areas at the onset of a crisis.
- Other as required.

Qualifications and experience

Education: Master's University degree in Journalism, International Relations, Public Relations, Communications or other related field, or First University degree with 02 years of related work experience.

Experience:

- More than 2 years of postgraduate professional experience as a journalist, public information officer, press attaché and/or professional writer, including experience in the preparation and production of materials for publication, and/or knowledge management functions such as website and social media;
- Proven knowledge of Brazilian social programmes, such as PNAE, PAA, and Bolsa Familia required;
- Experience with communications in a policy environment pertaining south-south cooperation is a major advantage.

Desirable:

- International professional experience, preferably in Africa, Asia and/or Latin American countries;
- Experience in multicultural environments and working with staff from other cultures and background;
- Experience in working with UN agencies, Development Partners, High level authorities, local governments and civil society organizations;
- Experience and familiarity with video production.

Language: Fluency in both oral and written communication in Portuguese and English. Fluency in French and/or Spanish is an Advantage.

Functional Capabilities:

Capability Name	Description of the behaviour expected for the proficiency level
Media and Influencer Relationship Management	Demonstrates ability to build and sustain effective collaborative relationships with key media contacts and influencers in area of expertise to raise the profile of WFP, build relationships and further organisational aims.
Media and Communication Expertise	Facilitates open verbal or written communication with media and influencers as required (i.e. through preparation of tailored written or visual materials presentations, and official documentation) to convey tailored messages. Engages in mutually informative discussion with media and influencers.
Specialised Knowledge in Communications	Uses sound theoretical knowledge of communications concepts to generate or facilitate the generation of effective communication materials across various media. Applies this to define work plans aligned to identified areas of WFP's communications strategy.
Sociopolitical Contextual Understanding	Demonstrates deep understanding of the multilateral/interagency environment and the dynamics in which WFP operates which influences approach to working, policy development and decision making.
Communication Strategy and Planning	Applies advanced understanding of WFP communications strategy and best practice to effectively develop strategies to engage with media and other significant external stakeholders within area of responsibility. Oversees implementation, providing recommendations for improvement.



The candidate must have Brazilian Nationality or be legally authorized to work in the country.

Application Procedures

Step 1 - Go to: <http://www1.wfp.org/careers/job-openings> - Register and create your online CV.

Step 2 – Click on - [Communications Officer](#) - and apply to submit your application.

NOTE: You must complete Step 1 and 2 for your application to be considered.

In the application form, ensure filling the mandatory sections, attaching your CV, answering the pre-screening questions and agreeing on the legal statement before submitting your application.

Selection of candidates is made on a competitive basis on account of potential and performance. All applicants will undergo a process which includes screening against job requirements, a technical test, and a panel interview.

We look for applicants with the highest integrity and professionalism who share our humanitarian values. We commit to promote diversity, gender parity and equality between men and women.

WFP strives to build a work environment that is safe and respectful, and free of sexual harassment and abuse of authority. We believe in open communication, and every individual at WFP is treated with respect regardless of gender, age, ethnicity, religious and political beliefs, etc. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply.