

# INTERNATIONAL TELECOMMUNICATION UNION



*ITU is the leading United Nations agency for information and communication technologies, with the mission to connect the world. To achieve this, ITU manages the radio-frequency spectrum and satellite orbits at the international level, works to improve communication infrastructure in the developing world, and establishes global standards that foster seamless interconnection of a vast range of communication systems. ITU also organizes global Telecom events bringing together the most influential representatives of government and the private sector to exchange ideas and knowledge for the benefit of all.*

## VACANCY NOTICE N° 9P-2020/SG-TLC/EXTERNAL/P2

Date of Issue: 6 February 2020  
Currently accepting applications

*Applications from women are encouraged*

Functions: Digital Communications Officer

Post Number: TLC3/P2/1119

Deadline for Applications (23.59 Geneva CH) :  
6 April 2020

Duration of Contract: 1 year

Type of Appointment: Fixed-term  
Appointment

Duty Station: Geneva, Switzerland

Grade: P2

### Organ:

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.

### Organization Unit:

The TELECOM Secretariat is responsible for the planning, organizing and executing of all ITU Telecom World Events. These events are major global information and communication technology (ICT) exhibitions and associated forums, and help keep ITU's Member States, Sector Members and other key players informed of the latest advances in ICTs. Through an exhibition for digital solutions, forum for sharing knowledge, and networking opportunities connecting nations, organisations and individuals, ITU Telecom World events provide a global platform for governments, corporates and small and medium enterprises to come together, power social and economic development, create collaborative opportunity and stimulate industry growth.

## Duties / Responsibilities

Under the supervision of the Head of Marketing Communications Service (MarComs) of ITU Telecom, the incumbent will perform the following duties:

- Identify, propose and implement digital communications measures to improve the awareness of and promotion of ITU Telecom events, helping obtain maximum visibility internally and externally; assess outcomes.
- Identify and monitor key media outlets and digital influencers for coverage of and references to ITU Telecom; compile and curate this information to disseminate internally, to help inform future strategy.
- Coordinate Media and Associations Partnerships: target potential participants, follows up on agreements, carry out CRM database insertions and partnership deliverables.
- Coordinate the production of multimedia content such as promotional videos and podcasts, intro and outro stings in order to support event sales, promotion and outreach; participate in regular editorial/content meetings; propose story ideas; identify topics with compelling visual and audio elements to create stories, using images, video, podcasts, infographics, slideshows and other media as appropriate.
- Produce visually compelling PowerPoint materials; review promotional material produced internally by MarComs team; recommend improvements in concept, content and lay-out as necessary with a view to optimize all marketing collaterals and websites; evaluate the Event site demographics; review and edit the editorial output, provided by colleagues or other Telecom teams.
- Assist with the social media presence with the aim of building increased awareness around ITU Telecom events.
- Coordinate the onsite event photography activities; maintain event photo albums and liaise with photographers for on brand photos.
- Support the Event App and platforms linked to it. Work closely with the Event App provider in establishing project timelines, implementation, promotion and measurement of App effectiveness.
- Prepare, implement and monitor MarComs activities timetable and overall projects plans. Acts as focal point for routine MarComs requests and enquiries. Drafts routine correspondence, answers queries from MarComs in boxes.
- Perform other related duties as assigned.

## Competencies

- **Core Competencies:** Applying Expertise; Effective Communication; Learning and Knowledge Sharing; Organizational Commitment; Results-Focused, and; Teamwork and Collaboration.
- **Essential Functional Competencies:** Planning and Organizing; Analysis, Judgement and Decision-Making; Client and Service Orientation; Innovation and Facilitating Change, and; Networking and Building Partnerships.
- **Essential Technical Competencies:** Excellent computer skills (MS Office; Powerpoint; Adobe Photoshop and/or Adobe Premiere Pro an asset). Knowledge of ICT industry and tech media. Knowledge of both traditional and new media approaches. Knowledge of digital editorial content and promotional platforms. Knowledge of best practices related to effective modern digital communication. Familiarity with content analysis and industry measurement methodologies.

## Qualifications required

Education:

University degree in communications, marketing, journalism, international relations or a related field OR education from a reputed college of advanced education, with a diploma of equivalent standard to that of a university degree in one of the fields above.

Experience:

At least three years of progressively responsible experience in social media and digital communications strategies. An advanced degree in a related field can be considered as a substitute for one year of working experience. A doctorate in related fields can be considered as a substitute for two years of working experience. Experience using CRM and advanced tools for online publishing and social media to increase visibility and promote events would be an advantage.

Languages:

Knowledge of one of the six official languages of the Union (Arabic, Chinese, English, French, Russian, Spanish) at advanced level and knowledge of a second official language at intermediate level. Knowledge of a third official 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: when candidates from such countries possess a thorough knowledge of one of the official languages of the Union, their applications may be taken into consideration.)

Additional Information:

**Salary:**

Total annual salary consists of a net annual salary (net of taxes and before medical insurance and pension fund deductions) in US dollars and a post adjustment (PA) (cost of living allowance). The PA is variable and subject to change without notice in accordance with the rates as set within the UN Common System for salaries and allowances.

Annual salary from \$ 47,895 + post adjustment \$ 37,071

Other allowances and benefits subject to specific terms of appointment, please refer to <http://www.itu.int/en/careers/Pages/Conditions-of-Employment.aspx>

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Applicants will be contacted directly if selected for written test. Interviews may be used as a form of screening.

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For further information concerning the Conditions of Employment please click [the following link](#)

Applicants will be contacted only if they are under serious consideration

Currently accepting applications



ITU is a smoke-free environment