TERMS OF REFERENCE
[COVID-19] SHORT-TERM CONSULTANT
COMMUNICATIONS ADVISOR

Title: Communications Advisor
Duty Station: Nonthaburi
Application Deadline: 12 July 2021
Duration of contract: From 1 August – 31 December 2021 (initially 5 months)
Remuneration: THB 150,000 – 190,000/month depending on experience and educational background

WORK TO BE PERFORMED

SUMMARY OF KEY FUNCTIONS:
2. Seeking to integrate the work and priorities of WCO more closely with the work and priorities of sister UN agencies, using public health as a key gateway to stronger collaboration between agencies in general, with a focus on the response to COVID-19.

DELIVERABLES:
1. Identifying initiatives and opportunities to promote risk/crisis communications on issues related to the COVID-19 situation and presenting these to senior management for consideration.
2. Supporting communications around WCO’s COVID-19 technical initiatives, including developing advocacy materials, special projects, special events and campaigns.
3. Regularly managing online and multiplatform communications as an integral component of overall communications strategy (online strategy with a view to audience cultivation and loyalty, website refurbishment, content management, original and repurposed content, social media content, conceptualising and scripting video content).
4. Following and reporting on traditional and social media coverage of issues related to COVID-19, briefing management on these as appropriate and developing recommendations and strategies for response. Taking notes from Ministry of Public Health press briefings as required.
5. Media outreach, including liaising with media for interviews, screening of media requests, supporting the Thailand WCO to formulate, edit and publish messages/stories/articles as necessary.
6. Acting as a spokesperson for WCO as required in certain circumstances - primarily as a source of background information.
7. Liaising with the WHO South East Asia Regional Office, Headquarters and other country offices as required to ensure consistency of messages and approaches regarding the evolving COVID-19 situation and other priority issues.
8. Contributing to Situation Reports on COVID-19 for public dissemination (website and social media posts), ensuring they adhere to WCO style and protocols, and serving the needs of multiple audiences to strengthen WCO’s brand and followership.
9. Supporting MoPH communications in coordination with the national focal point, including social media messaging and content, video scripting and implementation, etc., helping build MoPH communications capacity under WCO's support role in Thailand.

10. Supporting the regional and country level UN communications teams on COVID-19 response and recovery work.

**Supervision**

The Communications Advisor will be directly supervised by the WHO Representative to Thailand but will be required to work closely with the Incident Manager, the Head of Office and all departments of the office.

**Specific Requirements**

**Language:**

Proficiency in spoken and written English and Thai required.

**Education:**

Advanced degree in communications, journalism, public relations, social sciences, international relations, or related field.

**Experience:**

- 5-10 years' experience in communications at the national or international level, including experience in media relations.
- Experience in online outreach and multimedia an asset.
- Experience working in large development agency also pertinent.
- Good IT skills, including databases and office software packages;
- Familiarity with gender issues;
- Familiarity with WHO and UN system is an asset;
- Outstanding oral and written communications and editing skills, with proven ability to meet tight deadlines.

**Skills and Competencies:**

- Demonstrate commitment to WHO's mission, vision and values.
- Excellent communication skills: communicates sensitively, effectively and creatively across different constituencies;
- Demonstrates very good understanding of and experience in communications and outreach;
- Proven networking skills, and ability to generate interest in WHO’s mandate;
- Strong initiative-taker, independent problem solver;
- Very effective at prioritizing;
- Focuses on impact and results for the client;
- Interacts effectively with all levels of the organization, including senior management;
- Consistently approaches work with energy and a positive, constructive attitude;
- Identifies opportunities and builds strong relationships with clients and partners;
- Demonstrates exceptional ability to remain calm, in control and good-humored even under pressure and tight deadlines.

**Place of Assignment and Duration**

The Communications Advisor will be based at the WHO country office for Thailand, located at the Ministry of Public Health in Nonthaburi. He/She will be required to work for up to 40 hours per week, normally during (but not limited to) office working hours (Monday to Friday, from 8:00 to 16:00). Great flexibility is a must as some services may be required outside normal working hours due to the COVID-19 emergency and other priorities that may arise.

Interest applicants should complete profile & generate the profile from [https://www.who.int/careers/apply-for-a-position](https://www.who.int/careers/apply-for-a-position) or completed Personal History Form (attached) with a cover letter, quoting position title, submitted by e-mail to setharegistry@who.int.