



---

**External Publication of Job Posting**

**50375872**

**Job Posting Title**

SENIOR COMMUNICATION OFFICER

**Start Date**

20.03.2018

**End Date**

23.04.2018

**Reference Code**

SCOWGDD03

**Job Title**

SENIOR COMMUNICATION OFFICER

**Organization**

The African Union, established as a unique Pan African continental body, is charged with spearheading Africa's rapid integration and sustainable development by promoting unity, solidarity, cohesion and cooperation among the peoples of Africa and African States as well as developing a new partnership worldwide. Its Headquarters is located in Addis Ababa, capital city of Ethiopia.

In seeking to achieve these objectives, the African Union intends to strengthen its capacity to deliver by, among others, the implementation of new organization structure and the filling of regular, fixed and short-term vacant posts.

The Commission of the African Union invites applicants who are citizens of Member States for the short-term post of Senior Communications Officer in the Directorate of Women, Gender and Development Directorate of the African Union Commission.

**Department**

POST:

Job Title: Senior Communications Officer  
Grade: P3 (Step 5)  
Supervisor: Director Women, Gender and Development  
Department: Women, Gender and Development (WGDD)  
Duty Station: Addis Ababa  
Number of Position: 1

## **Project**

### **JOB PURPOSE SUMMARY:**

This position will lead all efforts to increase visibility and traceability of WGDD actions within the AUC and on the continent. The incumbent will work closely with the Department of Information Communication to ensure WGDD's communications and branding meet established standards and reaches the maximum audience possible.

## **Tasks**

### **MAJOR DUTIES AND RESPONSIBILITIES:**

#### **Communication Development & Implementation**

- To contribute to the development and review of communication plans to support key initiatives for the department
- Working with DIC, liaise with suppliers for the development of communication material to support the activities of AU department or its organs
- Liaise with DIC to receive and ensure the dissemination and correct use of the approved AU brand identity namely iconography and other trademarked or copyrighted material for use in programmes or by partners
- Initiate and coordinate the programmes and projects for public awareness for key campaigns
- Oversee production of promotional material and liaise with suppliers, monitor work in progress and distribute the products developed

#### **Content & Editorial Support**

- Produce written materials for publication and publicity, such as newsletters, annual reports, brochures, leaflets
- Produce the AU Gender Pulse periodic brief
- Develop content for WGDD's page on the AU website
- Manage and generate content for WGDD's social media engagement
- Commission the production of materials to be used by or disseminated to member states of the AU and other media channels

#### **Media Planning**

- Under guidance of DIC identify suitable media channels and partners to support dissemination of key messages
- Initiate and organize press and media briefings including on local and global networks
- Negotiate rates and place orders for advertising

#### **Reporting**

- Review and contribute editorial content to WGDD reports
- Recommend layout and design of reports and other similar documents
- Prepare a variety of reports on demand

#### **Database Management**

- Create electronic databases that will assist the African Union to communicate more effectively to target audiences on both traditional and digital media
- Compile and disseminate information to focal persons within AU departments and organs

- Compile database of partners and assist in managing the partnerships
- Ensure all databases are availed to DIC digital teams and filed for institutional knowledge and reference

#### Innovation

- Keep abreast of new technologies and to propose adoption of relevant new communication technologies

#### Public Awareness

- To propose and supervise public awareness campaigns aimed at raising the profile of the African Union
- In liaison with DIC information division, prepare press releases, speeches, draft responses, talking points, presentations and other visual aids as necessary to support messaging for the department
- Initiate the development of video documentaries
- Liaise with DIC information division to ensure adequate planning and coverage of departments activities by media

#### Activity & Budget Management

- Draft annual programme of work and budgets for departmental communication activities
- Supervise the procurement process of goods and services for communication related activities
- Act as a liaison between suppliers of goods and services

#### Reporting

- Provide regular (monthly, quarterly and annual reports) of communication activities engaged in within the department

To perform any other duties as assigned by the supervisors.

### **Requirements**

#### 1. EDUCATIONAL QUALIFICATION & WORK EXPERIENCE REQUIRED:

- University Master's Degree in Marketing, Communication or Public Relations with 7 years of progressively relevant working experience out of which 3 at a supervisory level in the areas of Brand Management, Public Relations or Corporate Communication

OR

- University Bachelor Degree in Marketing, Communication or Public Relations with 10 years of progressively relevant working experience out of which 5 years of experience at a supervisory level in the areas of Brand Management, Public Relations or Corporate Communication

#### 2. REQUIRED SKILLS AND COMPETENCIES:

- Superior knowledge and understanding of communications and branding
- Experience working with advertising and media agencies as well as graphic designers
- Experience in public or international relations activities
- Possess good knowledge of and experience with new communication technologies
- Experience in production and distribution of publications (print and digital), audiovisual and e-content

- Have proven ability to be innovative and adapt communication strategies to suit the prevailing conditions and challenges
- Be able to work as part of a team
- Have high levels of energy with the desire to produce products of world standards
- Have excellent inter personal skills
- Have the ability to form and maintain relationships through teamwork and networking
- Be able to work in multicultural environments
- Be able to maintain confidentiality

### 3. LANGUAGE REQUIREMENT:

Proficiency in one of the African Union working languages, proficiency of two or more in other of one or several other working language(s) would be an added value.

### 4. TENURE OF APPOINTMENT:

The appointment will be made on a fixed term contract for a period of two (2) years, of which the first six months will be considered as a probationary period. It shall be renewable subject to performance and availability of funds.

### 5. EQUAL OPPORTUNITY:

The AU Commission is an equal opportunity employer and qualified women are strongly encouraged to apply.

### 6. REMUNERATION:

The salary attached to the position is a fixed annual lump sum of US\$ 96,921.34 (P3 Step 5) inclusive of all allowances for internationally recruited staff and US\$ 78,461.08 inclusive of all allowances for locally recruited staff.

### 7. HOW TO APPLY:

All applications must reach the African Union Commission not later than 23rd APRIL 2018 through the AU Commission's website <http://www.aucareers.org>

Applications are pre-screened by the system according to the published requirements of the job opening on the basis of the information provided in the application. In relation to the requirements of the job opening, applicants must provide complete and accurate information pertaining to their qualifications, including their education, work experience, and language skills. Each applicant must bear in mind that submission of incomplete or inaccurate applications may render that applicant ineligible for consideration for the job opening. Initial screening and evaluation of applications will be conducted on the basis of the information submitted. Applications cannot be amended following submission. Candidates under serious consideration for selection will be subject to a reference-checking process to verify the information provided in the application.

Directorate of Administration and Human Resources  
Management, African Union Commission  
Addis Ababa, Ethiopia

### **Contract Type**

Short Term

***Employment Fraction***

Full-time

***Branch***

Headquarters