



---

**External Publication of Job Posting**

**50177999**

**Job Posting Title**

COMMUNICATION OFFICER

**Start Date**

20.01.2017

**End Date**

20.02.2017

**Reference Code**

DIC 12

**Job Title**

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 and short-term vacant posts.

**Department**

Job Title: COMMUNICATION OFFICER  
Number of Post: 1  
Grade: P2  
Supervisor: Head of Division Communication  
Department: Information and Communication Directorate  
Duty Station: Ethiopia, Addis Ababa.

**Tasks**

The key functions of this position shall be:

- a. Communication Development & Implementation
  - o To contribute to the development and review of communication plans to support key initiatives for the department
  - o Identify key issues and initiatives for AU and develop Crisis Communication strategies to mitigate

against any potential risks

- o Liaise with the communication division and procurement / suppliers for the development of AU communication material as per set brand guidelines and toolkit to support the activities of the AU or its organs
- o Work with AU communication partners / agencies to develop content for use across traditional and new media
- o Ensure the dissemination of updated and correct use of the approved AU brand identity iconography and other trademarked or copyrighted material for use in programmes or by partners
- o Coordinate the programmes and projects for public participation and awareness for key campaigns
- o Oversee production of promotional material and liaise with suppliers, monitor work in progress and distribute the products developed

b. Content & Editorial Support

- o Produce written materials for publication and publicity, such as newsletters, annual reports, brochures, leaflets
- o Work with AV team and web team to develop content for digital platforms including webcasts, podcasts, video animations / documentaries
- o Commission the production of materials to be used by or disseminated to member states of the AU and other media channels
- o Work with AV teams and information division to ensure coverage of AU events and ensure records of material are assigned references and digitally archived.

c. Media Planning

- o Identify suitable media channels and partners to support dissemination of key messages
- o Develop media planning schedules and buying calendars for the year
- o Negotiate rates and place orders for advertising

d. Digital Communication

- o Work with the web team to provide translation of content for use on digital platforms
- o Monitor development in digital media platforms and provide updates on trends that can be used to enhance AU profile through relevant content development
- o Update AU Social media channels
- o Work with web team to develop key metrics for digital media communications and track and report on performance of AU

e. Database Management

- o Identify and categorise key stakeholders (individuals / groups) and work with webteam to create electronic databases that will assist the African Union to communicate more effectively to target audiences on both traditional and digital media
- o Compile and disseminate information to focal persons within AU departments and organs
- o Compile database of partners and assist in managing the partnerships
- o Ensure all databases are available to DIC digital teams and filed for institutional knowledge and reference

f. Innovation

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

g. Advocacy & Public Relations

- o Work with AU departments and organs to identify opportunities for engagement and advocacy with key stakeholders e.g. academia, civil society, private sector etc
- o Identify key events regionally and globally and identify strategies for creating awareness about AU activities at these events e.g. Economic forums
- o Assist in conducting AUC educational guided tours at the AU Headquarters (including supervision of Volunteers or Interns assigned to carry out tours)

- h. Activity & Budget Management
  - o Work with administrative assistant to prepare draft annual budgets for communication division activities
  - o Follow up the procurement process of goods and services for communication related activities
  - o Act as a liaison between suppliers of goods and services
  
- i. Reporting
  - o Provide regular (monthly, quarterly and annual reports) of communication activities engaged in within the department
  
- j. Research
  - o Keep abreast of trends in public sector and international development organisational issues as relates to communication and provide reports that can assist AU in engaging its various publics e.g. Afro Barometer reports
  - o Conduct internal as well as external research to gauge communication effectiveness at the AU using various tools e.g. Survey monkey, syndicated research reports
  
- k. To perform any other duties as assigned by the supervisors.

### **Requirements**

#### 1. Minimum Qualifications and Experience Required:

Applicants should possess:

- Undergraduate degree in Marketing, Communication or related field (Master's degree would be an added advantage)

#### Required Experience

- At least Seven (7) years of progressively relevant working experience in the areas of brand management, public relations or corporate communication
  
- Experience in Digital marketing strategy and management

#### Skills and competencies required

- Varied sector journalism experience – broadcast, print, digital
- Possess good knowledge of and experience with new communication technologies including digital content creation and analytics
- Superior knowledge and understanding of public sector communication
- Excellent editorial and writing skills
- Excellent public speaking and communication skills
- Experience in Public Relations management
- High level of competency in using MS Office Suite Programmes
- Considerable knowledge of research methodologies and analysis
- Have proven ability to be innovative and adapt communication strategies to suit the prevailing conditions and challenges
- Have excellent inter personal skills and be able to work as part of a team
- Have the ability to form and maintain relationships through teamwork and networking
- Be able to work in multicultural environments
- Have high levels of energy with the desire to produce products of world class standards
- Be able to maintain confidentiality

#### 2. 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.

3. Tenure of Appointment:

The appointment will be made on a fixed term contract for a period of 12 months, of which the first 3 months will be considered as a probationary period. Thereafter, the contract will be for a period of 12 months renewable, subject to satisfactory performance.

4. Gender Mainstreaming:

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

5. Remuneration:

The salary attached to the position is a fixed annual lump sum of US\$ 72,033.93 (P2 Step 5) inclusive of all allowances for internationally recruited staff and US\$ 60,430.34 inclusive of all allowances for locally recruited staff.

How to Apply

Applications must be made through the AUC E-recruitment Website

<http://www.aucareers.org> not later than 20 February 2017.

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.

***Employment Fraction***

Full-time

***Branch***

Headquarters