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**External Publication of Job Posting**

**50178007**

**Job Posting Title**

PUBLIC INFORMATION OFFICER

**Start Date**

20.01.2017

**End Date**

20.02.2017

**Reference Code**

DIC 16

**Job Title**

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

**Tasks**

The key functions of this position shall be:

- a. Media Engagement
  - o Identify key stakeholder in media and develop strategies for media engagement to help popularise the activities of the AU and encourage public awareness and participation

- o Work with AU accredited media to identify opportunities for continuous engagement
- o Organise regular workshops as well as other events to enhance relationship between AU and the media
  
- b. Content & Editorial Support
  - o Develop guidelines and support training for public engagement by AUC principles – e.g. interviews, press conferences, making speeches, presentation
  - o Develop public relations material for use at AUC headquarters e.g. guided tours material and dissemination to key stakeholders
  - o Work with Member States embassies and AU organs / RECS to develop collaborative material to enhance awareness about AU especially as relates to Agenda 2063 initiatives
  - o Support the production of written materials for publication and publicity, such as newsletters, annual reports, brochures, leaflets
  - o Work with AV teams to ensure coverage of AU events and ensure records are delivered to the communication division for archiving.
  
- c. Digital Communication
  - o Track AU media coverage on social media and other digital platforms and provide strategies for managing digital public relations
  - o Work with the web team to ensure key activities are captured and disseminated on AU digital platforms
  - o Assist Web team in translation of content on AU digital channels
  
- d. Database Management
  - o Identify and categorise key media stakeholders (individuals / groups) and work with webteam to create electronic databases that will assist the African Union to communicate more effectively with the media
  - o Compile and disseminate information to focal persons within AU departments and organs
  - o Ensure all databases are available to DIC digital teams and filed for institutional knowledge and reference
  
- e. Innovation
  - o Keep abreast of new technologies and to propose adoption of relevant new communication technologies
  
- f. Public Relations & Public Awareness
  - o To propose and supervise public awareness campaigns aimed at raising the profile of the African Union
  - o Prepare media advisories, press releases, speeches, draft responses, talking points, presentations and other visual aids as necessary to support messaging
  - o Ensure adequate planning and coverage of departments activities by media
  - o Conduct AUC educational guided tours at the AU Headquarters (including supervision of Volunteers or Interns assigned to carry out tours)
  
- g. Activity & Budget Management
  - o Work with administrative assistant to prepare draft annual budgets for information division activities
  
- h. Reporting
  - o Provide regular (monthly, quarterly and annual reports) of information activities engaged in within the department and to support other AU departments

- i. Research
- o Keep abreast of trends in media / journalism and information dissemination technologies and provide reports that can assist AU in enhancing its information activities
- j. To perform any other duties as assigned by the supervisors.

### **Requirements**

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

Applicants should possess:

- Undergraduate degree in Public Relations, Journalism or a related field
- Professional qualifications would be an advantage e.g. Chartered Institute of Public Relations (CIPR)

#### Required Experience

- At least Seven (7) years of progressively relevant working experience in the areas of journalism, broadcast media, public relations or corporate communication

#### 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.

## ***Contract Type***

Short Term

## ***Employment Fraction***

Full-time

## ***Branch***

Headquarters