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**External Publication of Job Posting**

**50524593**

**Job Posting Title**

Senior Communication Officer - (AU Representational Mission to the United States of America, Washington D. C.)

**Start Date**

08.06.2018

**End Date**

09.07.2018

**Reference Code**

10001313 / 03

**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.

The African Union Representational Mission to the United States of America, based in Washington D.C., is the first bilateral diplomatic mission of the African Union. Officially launched in July 2007, its mandate is to undertake, develop and maintain constructive and productive institutional relationships between the African Union and the executive and legislative branches of the US Government, African Diplomatic Corps, Africans in the Diaspora and the Bretton Woods Institutions. Its core function is to coordinate support for Africa's development and to adopt common positions on key issues.

In seeking to achieve the above objectives, the African Union intends to strengthen its capacity to deliver by, among others, implementing its organizational structure and filling of its regular and short-term vacant posts.

The Commission of the African Union hereby invites applicants who are citizens of Member States for the fixed term post of Senior Communication Officer in its Representational Mission based in Washington D.C.

**Department**

Post

Job Title: Senior Communication Officer

Grade: P3

Supervisor: Permanent Representative

Duty Station: Washington D.C.  
Number of Position: One (1)

## **Project**

### Job Description Summary

Under the supervision of the Ambassador, Permanent Mission of the African Union to the United States of America, the Senior Communication Officer supports the implementation of the AU Missions communications strategy initiate and coordinate communication campaigns through proactive media outreach and a range of public affairs activities. S/he is expected to provide input on and execute communication activities.

- Create and manage the creation of compelling content updating stakeholders on the progress and impact of the AU work in country, through multiple channels including the Website, newsletters, social media, video and events) in accordance with approved editorial schedule.
- Manage media relations at International, pan-African and country-specific levels to increase awareness of the Mission's work and impact as well as other activities by African Embassies.
- Refine and execute communications campaigns on specific issues relating to the African Union's Agenda 2063 transformation.
- Develop a partner communications strategy that ensures coordinated communications around defined issues with AU Member states
- Manage the Website, with focus on increasing traffic to the site; ensuring that online-community functionality is used by supported value-chain platforms and providing digital services that meet the needs of the US based African Embassies, the African Diaspora and other partners.
- Manage executive communications for AU Mission's Ambassador in Washington
- Manage the ongoing maintenance of a communications 'toolbox' of messaging, promotional and publicity documents.

## **Tasks**

### Specific Duties and Responsibilities:

#### Visibility and Outreach

- Write and edit brochures, leaflets, bulletins, newsletters and website articles
- Support and promote the AU Mission's branding activities and production of branded publicity material
- Create visibility around the Mission's engagements to the African Diaspora and other related aspects
- Support increased visibility and reputation of the African Union Representational Mission and partnership activities with the US Government and other Stakeholders
- Publicise and create awareness of the impact of such activities with target audiences.
- Organise and publicise activities for Africa Day and other African related or themed events in Washington

#### Website and Social Media

- Have general oversight on content and quality.
- Generate articles from Embassies and other engagements and upload to website and Facebook
- Disseminate messages, news and other outreach material using social media platforms
- Upload pictures to website, video content to YouTube and Facebook

#### Media Liaison

- Liaise with and organise engagement activities for the Ambassador and visiting senior AU officials, with media houses before, during key events, meetings and other activities. This includes ensuring that press releases, press interviews/briefings, etc. are prepared and submitted in time and are actually published and

disseminated

- Establish database of media contacts in the US, AU Member States and globally
- Organise speaking engagements on themed topics for AU Ambassadors and other high profile African guests at the National Press Club and through media interviews

Support to AU Mission Ambassador

- Prepare talking points, media question and answers and other key messages for the Ambassador
- Provide coaching in handling media interviews and key public speaking skills
- Create Twitter account and craft/tweet key messages
- Provide communication support for announcements, special events, conferences, meetings, workshops and related activities
- Advise on key communications and media aspects
- Represent Ambassador at meetings and functions as directed

Audio/Visual

- Plan and execute production of effective, high quality promotional and other material, including radio and TV spots, video clips, photography, PowerPoint presentations
- Operate and run radio and TV station, including production of news bulletins, radio and TV content
- Liaise with, lead and motivate volunteer staff
- Organise photographer and Videographer to cover Ambassadors engagements at public events, visits and other meetings.

Liaison with Embassies of AU Member States

- Work closely with Embassies of the African Union Member States to draft and edit website content including updating and producing new content
- Collate material and pictures for input to quarterly Newsletter
- Research, edit and re-write content for websites and social media platforms
- Perform miscellaneous job-related duties as assigned.
- Co-ordinate activities of the Diaspora.

Station Manager

- Ensure compliance with broadcast standards
- Create, compose, and edit written materials.
- Monitor and evaluates program effectiveness and effects changes required for improvement.
- Direct and administer the provision of day-to-day operation support to the various subunits of the station, including the non-engineering portions of the station's physical plant, space allocation and utilization, station supplies and inventory, and station safety and security
- Provide services as an on-air host, as required. Performs miscellaneous job-related duties as assigned.

### **Requirements**

1. Qualification and work experience required:

A minimum of Masters University Degree with seven years relevant progressive work experience (OR a Bachelor Degree with a minimum of ten years relevant progressive work experience) in Communications and Journalism, in both private and public sectors in sub-Saharan Africa, preferably in United Nations, African union or other international organizations. At least three (3) and five (5) years of supervisory level experience in leading and managing comparable units in public-sector institutions or similar organizations nationally, regionally and / or internationally. Experience of African affairs and issues on and about the African Diaspora is essential.

2. Other Relevant Skills

- Demonstrated ability to develop and execute a compelling communications strategy for the Mission
- Demonstrated ability to orchestrate partner communications, primarily around coordinated issues-based campaigns across multiple channels.
- Strong media relations experience with proven experience in public affairs, specifically in lobbying on

behalf of organisations on policy changes;

- Knowledge and good understanding of the African Union and its mandate
- Ability to develop and deliver radio and television presentations.
- Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community
- Proven experience in managing digital platforms.
- Demonstrated experience in managing a large project;
- Ability to negotiate compromise among different stakeholders at senior level without sacrificing on achieving the target or on quality of results.
- Ability and willingness to work at both strategic and tactical level and to multi task
- Experience and radio and television broadcasting and in modern audio and video production techniques.
- Knowledge of on-air and remote broadcasting processes and procedures.

3. Language Requirement:

Applicants must be proficient in at least one of the African Union working languages. Knowledge of one more or several other working languages would be an added advantage.

4. Tenure of Appointment:

The appointment will be made on regular term contract for a period of three (3) years, of which the first twelve months shall be considered as a probationary period. Thereafter, the contract will be for a period of two years renewable, subject to satisfactory performance and deliverables.

5. Gender Mainstreaming:

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

6. Remuneration:

Indicative basic salary of US\$ 37,453.00 (P3 Step1) per annum plus other related entitlements e.g. Post adjustment (46% of basic salary), Housing allowance US\$ 22,932.00 (per annum), education allowance (100% of tuition and other education related expenses for every eligible dependent up to a maximum of US\$ 10,000.00 per child per annum), etc. for internationally recruited staff of the Commission.

How to Apply

All applications must reach the African Union Commission not later than 9 July 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**

Regular (Long Duration)

***Employment Fraction***

Full-time

***Branch***

Washington DC Office