



## A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

### Communications Specialist, French Media

(Permanent, Full-time, based in Montreal)

Reporting to the Communications Manager, the Communication Specialist is responsible for executing Québec/Francophone media relations and communication strategies to strengthen UNICEF's reputation as the world's leading child-focused humanitarian and development agency and to advance the organization's business objectives and brand.

The Communication Specialist leads the organization's francophone Canadian media relations efforts to ensure UNICEF's stories and messages reach the public; develops and manages strong, constructive relationships with francophone media; serves as the primary francophone media contact point; acts as francophone media spokesperson as required; and leads issue management and crisis communication efforts.

The responsibilities of the position will include:

#### *Media Relations (75%)*

- Contribute to the development and implementation of media relations strategies, adapting them for specific needs of Quebec market.
- Contribute to the development of an annual media relations plan that identifies approaches, tactics and measurable outcomes in support of UNICEF Canada's business plan objectives. Measure, evaluate and adjust strategies in the Quebec market as required.
- Work with internal staff to help ensure that all media relations campaigns are coordinated and aligned with UNICEF Canada's brand and overarching business priorities.



- Develop and manage effective relations with key reporters and media outlets in Québec and francophone media throughout Canada.
- Write materials to support the communications and marketing team including, but not limited to, blogs, op eds, emails and website content.
- As member of the Emergency Response Team, lead Québec and Canadian francophone media relations activities during emergency appeals.
- Plan and execute media activities such as program, advocacy and report launches.
- Coordinate the translation of all media relations collateral such as; media releases, FAQs, backgrounders.
- Ensure all French spokespeople have appropriate briefing and preparation for interviews.
- Provide training and support, as needed, to French spokespeople and serve as francophone spokesperson as required.
- Coordinate all Quebec and Canadian francophone media inquiries.
- Help provide media relations expertise and support for UNICEF's fundraising campaigns.

#### *Media Monitoring and Evaluation (20%)*

- Monitor all UNICEF Canada media coverage – English and French – and provide tracking and reports to the Communications Manager and relevant teams.
- Develop and manage systems for monitoring, analyzing, reporting and sharing media coverage on UNICEF and issues of importance.
- Monitor media in the Quebec/francophone market for possible issues that may arise. Implement crisis communication efforts with the media in the Quebec/francophone market as needed.
- Cultivate and steward relationships with bloggers, influencers, partners and ambassadors as needed to increase digital engagement.

#### *Market-specific Support (5%)*

- Liaise with the marketing department to assist with activities in the Quebec market.
- Provide guidance to Acting Director on promotion issues related to Quebec market.
- Provide back-up support to the French social media point person as needed.

The ideal candidate will have:

- A post-secondary education in communications, journalism, or related field and/or equivalent combination of education and experience.
- A minimum five (5) years of progressive work experience in national public relations (both proactive and reactive) in a complex environment.
- Exceptional oral and written communications skills with attention to details, including editing skills.
- Bilingualism in French and English.





- Demonstrated success executing and measuring successful earned media campaign strategies.
- Demonstrated experience with media positioning of complex and controversial social issues.
- Proven in-depth understanding of the best uses of print and broadcast media.
- Knowledge and usage of social media platforms.
- Demonstrated and successful issues management experience.
- Excellent interpersonal skills.
- Microsoft Office proficiency (Excel, PowerPoint, and Word).

For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **June 1, 2017**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Communications Specialist**” clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including the vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.

