



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 Officer

(9-month contract starting in January 2016, Full-time, based in Toronto)

Reporting to the Acting Director, Communications and Marketing, the Communications Officer develops and implements proactive, integrated and effective media relations. The incumbent will also write communications materials 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 Officer supports the organization's media relations and branding efforts to ensure UNICEF's stories and messages reach the public; develops and manages strong, constructive relationships with media; serves as a media contact point, and develops written materials for the organization.

The Communication Officer works with staff throughout the organization to ensure that UNICEF Canada's message and voice is clear, consistent and coordinated.

The responsibilities of the position will include (but not limited to):

Media Relations (75%)

- Develop and manage effective relations with key reporters and media outlets mainly in Anglophone Canada.
- As member of the Emergency Response Team, support media relations activities during emergency appeals.
- Under the direction of the Acting Director, plan and execute media activities such as program, advocacy and report launches; special events and meetings.
- Help ensure all English spokespeople have appropriate training, briefing and preparation for interviews.
- Create or ensure production of all media relations collateral such as; media releases, FAQs, backgrounders.
- Respond to English media inquiries.





- Provide media relations expertise and support to UNICEF's policy advocacy campaigns and to support government-directed policy advocacy.
- Provide media relations expertise and support for UNICEF Canada's fundraising campaigns.

Communications (25%)

- Support the development and implementation of media relations strategies, leveraging UNICEF Canada's programs, stories, and people, to enhance visibility and public understanding of UNICEF's role as the leader in child survival and emergency response.
- Work with internal staff and agencies to ensure that media relations elements of organizational campaigns are coordinated and aligned with UNICEF Canada's brand and overarching business priorities.
- Develop key messages and backgrounders on communication priorities for use by the organization.
- Write materials to support the communications and marketing team including, blogs, op-eds, emails, website content and newsletters.

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 of three (3) years of national public relations experience (both proactive and reactive) in a complex environment.
- Demonstrated success designing and executing successful earned media campaigns
- Demonstrated experience with media positioning of complex and controversial social issues.
- Demonstrated experience working collaboratively with cross-functional groups to achieve desired outcomes.
- A proven understanding of the best uses of print and broadcast media.
- Exceptional written communications skills, including strong editing skills.
- Excellent interpersonal skills.
- A demonstrated ability to work independently with minimal supervision to accomplish high-profile tasks and to meet multiple and concurrent deadlines.
- Demonstrated good judgment and discretion.
- Experience child rights, international development and humanitarian work (an asset).
- French language skills (an asset).





For consideration, please submit your resume and cover letter to careers@unicef.ca by **December 14, 2015**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Communications Officer**” 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.



The Standards Program Trustmark
is a mark of Imagine Canada used
under licence by UNICEF Canada