



## 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

(Permanent, Full time, based in Toronto)

Reporting to the Director, International Policy and Programs, the Communications Specialist develops, directs and implements proactive, integrated and effective media relations 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 Communications Specialist leads the organization's media relations efforts to ensure UNICEF's stories and messages reach the public; develops and manages strong, constructive relationships with media; serves as the primary media contact point; acts as media spokesperson as required; and supports issue management and crisis communication efforts.

The Communications Specialist 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 (70%)*

- Develop and manage effective relations with key reporters and media outlets in Anglophone Canada.
- As member of the Emergency Response Team, lead media relations activities during emergency appeals.
- Plan and execute media activities such as program, advocacy and report launches; special events such as volunteer recognition; annual meeting etc.
- Represent UNICEF Canada and actively participate in communications/public relations committees of inter-agency working groups.
- 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.
- Serve as spokesperson as required.
- Respond to all English media inquiries.
- Provide media relations counsel and support to CEO and senior management team.



- 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.
- Develop and manage systems for monitoring; analyzing, reporting and sharing media coverage on UNICEF and issues of importance.

*Communications (15%)*

- Coordinate 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.
- Develop 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 as required.
- Work with internal staff agencies to ensure that media relations elements of organizational campaigns are coordinated and aligned with UNICEF Canada's brand and overarching business priorities.
- Contribute to the development of the organization's annual public relations plan and budget.
- Working closely with the executive team, supports issue management and crisis communication efforts with the media.
- Develops key messages and backgrounders on communication priorities for use by the organization.

*Relationship building and management (15%)*

- Work closely with the Québec office to ensure public relations outcomes in the Québec region support the organization's business goals.
- Work closely and collaborate where appropriate with like-minded organizations or organizations UNICEF works with in Canada or abroad.
- Develop and maintain effective relationships with UNICEF international communications staff.
- Direct, support and supervise PR intern(s).
- Contribute to the work of cross-functional initiatives as required.

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 five (5) years progressive national public relations experience (both proactive and reactive) in a complex environment.
- Demonstrated success designing, executing and measuring successful earned media campaign strategies.
- Demonstrated experience with media positioning of complex and controversial social issues.
- Demonstrated experience working collaboratively with cross-functional groups to achieve desired outcomes.
- Proven in-depth understanding of the best uses of print and broadcast media.

- Exceptional oral and written communications skills, including strong editing skills.
- Excellent interpersonal skills.
- Experience in child rights, international development and humanitarian work (an asset).
- French language proficiency (an asset).

For consideration, please submit your resume and cover letter to [careers@unicef.ca](mailto:careers@unicef.ca) by **Friday, July 4<sup>th</sup>, 2014**. Please attach your cover letter and resume as one document, and reference the title of the position clearly in the subject heading.