

Post Title: Communication Consultant

Duty Station: Geneva, Switzerland

Duration: Approximately 6 months starting as soon as possible

Background

The International Trade Centre (ITC) is the joint development agency of the World Trade Organization and the United Nations, which enables small businesses to improve exports in developing and transition countries by providing, with partners, sustainable and inclusive trade development solutions to the private sector, trade support institutions and policymakers. Office for Eastern Europe and Central Asia (OEECA) is responsible for developing, monitoring, coordination and implementation of ITC's activities and projects in Eastern Europe and Central Asia.

Currently, ITC implements three technical assistance projects funded by the European Union: 1) Promoting International Trade in Central Asia (Ready4Trade Central Asia) in Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Uzbekistan (2020-2024), 2) Facilitating the Process of Accession to the WTO in Uzbekistan (2020-2025), and 3) Eastern Partnership: Ready to Trade: eu4business initiative, in Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine (2017-2021).

Effective and coherent communication plays a critical role in achieving the projects' objectives. It aims to promote project activities and results among beneficiaries, development partners, and the wider audience, thereby increasing impact, and visibility for the projects themselves. To achieve this, the services of an international consultant are needed to ensure visibility of the project activities as defined the respective project communication plans under each project.

Duties and responsibilities

The international Consultant will work under the overall supervision of the Programme Coordinator (OEECA) and under the technical guidance of the Chief of Communication Unit, as well as in close collaboration with the ITC relevant technical section, national project managers and national communication officers (if available) in respective countries. In particular, the Consultant will:

- Develop a communications strategy for two projects (Ready for Trade Central Asia and WTO accession in Uzbekistan), based on initial project communication plans.
- Present the communication strategy to HQ project team and national project staff; and provide guidelines on communication and visibility, including training (via webinars for national staff), if necessary.

- Produce information communications products and visual identity (e.g. press kits, press releases, feature articles, speeches, booklets, project specific brochures, templates, social media posts, op-eds for newsletters, success stories, video material), ensuring they are in line with ITC and EU communication guidelines and requirements.
- Monitor and analyze current events, public opinion and press, identify issues and trends, and advise project teams on appropriate related action/responses for communication.
- Liaise with country-based communications experts or national project managers for the implementation of communications, media and events.
- Liaise with communication experts from the respective country EU delegations and EU HQ-Brussels to ensure that their communication needs and requirements are properly addressed.
- Oversee the development of promotional/success story video which will communicate the results of the project, statements and testimonials of the project partners and beneficiaries (Ready to Trade Project)
- Develop the website content structure for the *Ready for Trade Central Asia* and *Uzbekistan WTO accession* projects and be responsible for content management of the websites.

Expected outputs and timelines

- Two communication strategies developed;
- Visual identify and template (for newsletters, reports, meeting agendas, etc.) for two projects (Ready for Trade Central Asia and WTO accession in Uzbekistan) produced;
- General project brochures and/or flyers for the projects Ready4 Trade Central Asia and WTO accession in Uzbekistan, and country specific brochures (5) prepared for the Ready4Trade CA project;
- At least 12 press releases with related products for three projects prepared;
- Weekly content for social media for three projects produced;
- Video with success stories produced (for the Eastern Partnership Ready to Trade project);
- Communication content developed for the Ministerial Conference 12 in Nur-Sultan (Kazakhstan);
- Promotional/success story video developed;
- Content structure for two website developed and 6 webstories designed.

Skills

Demonstrated skills in the production of communications products.

Familiarity with the Eastern Europe and Central Asian countries is desirable

Education

Advanced university degree (Master's degree or equivalent) in communication, journalism, international relations, public administration or related field.

Experience

A minimum of five years of progressively responsible experience in public information, journalism, international relations, public administration or related area. Experience working on trade-related projects, particularly in developing countries, is desirable.

Language

- Fluent English.
- Knowledge of Russian language will be considered an asset