



Geneva, 8 April 2011

Circular letter No. 15

(Accelerated procedure
via facsimile)

Subject: Notice of vacancy

Vacancy Notice No. ITU/SG/SPM/2011/P13

To the Director-General

Dear Sir,

The post described in the Annex is to be filled at ITU Headquarters.

The relevant job description with the qualifications required, as well as all other useful information, is annexed hereto.

Administrations are requested to circulate vacancy notices to all potential sources of recruitment including universities, institutes, associations of engineers and the private sector as the case may be.

I should be obliged if Administrations would invite qualified candidates and especially woman candidates to apply for the above position not later than 23 May 2011 on ITU web site: <http://www.itu.int/employment/Recruitment/index.html>

The Plenipotentiary Conference adopted the Resolution 48 (Rev. Antalya, 2006), affirming that: "... in choosing between candidates who meet the qualification requirements for a post, preference shall be given to candidates from regions of the world which are insufficiently represented in the staffing of the Union, taking into account the desirable balance between female and male staff."

At its 2001 session the Council approved Resolution 1187 encouraging Member States and Sector Members to suggest for ITU staff positions, especially at Professional and higher levels, appropriately qualified woman candidates.

Staff already employed by the Union may also apply for this post.

Yours faithfully,

Dr. Hamadoun I. TOURÉ
Secretary-General

Annexes: Notice of Vacancy No. ITU/SG/SPM/2011/P13
(Job description of the post to be filled and conditions of employment)

INTERNATIONAL TELECOMMUNICATION UNION



ITU is the leading United Nations agency for information and communication technologies, with the mission to connect the world. To achieve this, ITU manages the radio-frequency spectrum and satellite orbits at the international level, works to improve communication infrastructure in the developing world, and establishes global standards that foster seamless interconnection of a vast range of communication systems. ITU also organizes global Telecom events bringing together the most influential representatives of government and the private sector to exchange ideas and knowledge for the benefit of all.

VACANCY NOTICE N° ITU/SG/SPM/2011/P13

Date of Issue: 21 March 2011
Currently accepting applications

Applications from women are encouraged

Functions: Head, Communications &
Partnership Promotion Division

Post Number: PM04/P5/248

Deadline for Applications: 23 May 2011

Duration of Contract: Two years

Type of Appointment: Fixed-Term
Appointment

Duty Station: Geneva, Switzerland

Grade: P5

Organ:

The General Secretariat directs all the administrative and financial aspects of the Union's activities, including the implementation of the provisions of the administrative regulations on operational questions, the dissemination of information on telecommunication matters for operational and other purposes, the provision of legal advice to the Bureaux of the Union and the departments of the General Secretariat, logistic support to the Union's activities including conferences, the coordination of the work of the Union with other international organizations, the dissemination of information to the Member States and Sector Members, press, corporate and individual users of telecommunications and the general public. The General Secretariat is also responsible for the organization of world telecommunication exhibitions and forums.

Organization Unit:

Within the General Secretariat, the Strategic Planning and Membership Department (SPM) advises the Secretary-General on strategic challenges and their implications for the Union in the fast evolving telecommunications/ICT environment; develops forward-looking strategic proposals to the ITU management team with a view to ensuring that the organization meets the objectives assigned by the membership; plans and coordinates the corporate and strategic

activities with a view to ensuring their accordance with membership objectives; organizes and provides secretariat services to the Plenipotentiary Conference, Council, and other meetings in the general secretariat in order to achieve a high level of involvement from Member States and Sector Members, develops and maintains sound relations with Member States, Sector Members and other entities, the UN and other international organizations. The Department is also responsible for providing expert advice on communication and promotion strategies and for developing and implementing the Union's corporate communication plan in cooperation with the three Sectors with a view to promoting ITU leadership in the field of telecommunications and ICT.

Duties / Responsibilities

Under the direction of the Chief, Strategic Planning and Membership Department, the incumbent is responsible for the development, management and delivery of a multi-focused communications and Sector member outreach programme involving a variety of products, services, activities and events. More specifically, he/she will:

- Provide the leadership and direction in the development and implementation of a comprehensive high-profile international media strategy to further the corporate image of ITU as the leading United Nations agency in information and communication technology for social and economic development. Also develop and implement major public media strategies around substantive campaigns and projects for international and regional dissemination to targeted audiences and the general public. Evaluate the overall effectiveness of the public information strategy and programmes and make needed changes in approach and technique.
- Collaborate with senior management in all Bureaux to develop a cohesive approach for the development of plans and outreach strategies with respect to enhancing the participation of Sector Members, Academia and Associates in the work of the Union and in implementation of decisions of the membership of an inter-sectoral nature. Develop and maintain effective relationships and linkages with Sector Members, Academia and Associates, understanding their priorities and perspectives through a regular, personalized, account management process, so as to provide critical input into the development of Corporate and Bureaux plans and objectives. Actively pursue strategies and activities to recruit new Sector Members, Academia and Associates. Manage and coordinate resource mobilization activities with Sector Members, Academia and Associates, including cross-sectoral resource mobilization for inter-sectoral activities and programmes.
- Lead and motivate staff of the Communication and Partnership Promotion Division; participate on senior management committees; lead the running of the TV and video studio; manage the production and dissemination of audiovisual materials, publications and exhibits; and lead specific projects and work teams.
- Provide expert advice to senior management on highly complex public information, corporate and marketing communications issues.
- Oversee the design and implementation of public information and marketing communications campaigns. Work closely with all Bureaux to ensure that their messages are communicated effectively. Plan and conduct the promotion of special events, anticipate publicity and promotional needs. Develop sophisticated, worldwide media campaigns with innovative promotional and publicity techniques. Undertake the creative conceptualization for a variety of broadcast and multimedia projects in a global arena, from pre-production through final realization and placement in traditional marketing communication formats and on websites,

social media sites, blogs, online communities and other interactive platforms.

- Conceptualize, create, plan, implement, monitor and evaluate creative uses of broadcast and multimedia products and social media projects to support ITU advocacy and communications strategies. Use social marketing tools to further the distribution of ITU press releases and information.
- Work closely and actively with local, regional and international media to develop an accurate understanding of ITU activities and mandate to ensure the Union's communications with its membership, through ITU News and other corporate publications, help provide a better understanding of the Union's message; work with the United Nations Communications Group to identify and support cross-promotional activities for ITU activities and strategies within the UN system.
- Represent the organization at international conferences, meetings and symposia concerned with media, marketing communications and journalism issues.
- Act as Chairman of the ITU Website Editorial Board. Critically review and make recommendations to improve content, architecture and design of website as a media communications tool.
- Additional activities that may be required to ensure the success of the work team.

Qualifications required

Education:

Advanced university degree in media, public relations, communications, fundraising or a related field OR education in a reputed college of advanced education with a diploma of equivalent standard to that of an advanced university degree in one of the fields above. For internal candidates, a first university degree in one of the fields above in combination with fifteen years of qualifying experience may be accepted in lieu of an advanced university degree for promotion or rotation purposes.

Experience:

At least ten years of progressively responsible experience of providing expert advice to senior management in a public relations/public affairs service, including experience in public information, public relations and journalism. At least five years of this experience should have been gained at the international level. An established and active national or international network in the field of communications would be considered an asset. A Doctorate in a related field can be considered as a substitute for three years of working experience.

Languages:

Excellent knowledge of one of the six official languages of the Union (Arabic, Chinese, English, French, Russian, Spanish), and very good knowledge of a second official language. Knowledge of a third official language would be an advantage. (Under the provisions of Resolution No. 626 of the Council, a relaxation of the language requirements may be authorized in the case of candidates from developing countries: when candidates from such countries possess a thorough knowledge of one of the official languages of the Union, their applications may be taken into consideration.)

Competencies:

Managerial: is proactive in developing strategies to accomplish objectives. Empowers others to translate vision into results. Anticipates and resolves conflicts by pursuing mutually agreeable

solutions. Drives for change and improvement; does not accept the status quo.

Communications: Highly developed communication (spoken, written, public speaking and presentational) skills, including the ability to convey and present sensitive issues/positions and the ability to present and defend difficult positions to senior officials. Professional writing and editing skills.

Planning and organization: Ability to implement and supervise programme activities consistent with agreed strategies; ability to identify strategic issues, provide analysis and solves problems; ability to work to tight deadlines and handle multiple concurrent activities; ability to plan and organize own work plan and the work plans of others under his/her supervision.

Judgment/Decision-making: Mature judgment and initiative, imagination and resourcefulness, energy and tact; proven ability to provide strategic direction, to plan and establish priorities, and to ensure an effective work structure to maximize productivity and achieve goals.

Teamwork: Strong interpersonal skills and ability to establish and maintain effective working relations with people in a multicultural environment with sensitivity and respect for diversity. Works collaboratively with colleagues to achieve organizational goals.

Remuneration

Annual Salary: (Net of Tax)

158,915.- USD - 192,863.- USD without dependants

171,059.- USD - 209,652.- USD with dependants

Applicants will be contacted directly if selected for written test. Interviews may be used as a form of screening.

For further information concerning the Conditions of Employment please click [the following link](#)

Applicants will be contacted only if they are under serious consideration

Currently accepting applications



ITU is a smoke-free environment