



**World Health Organization/Organización Mundial de la Salud
Pan American Sanitary Bureau/Oficina Sanitaria Panamericana**

POST DESCRIPTION

**Job Identification: CCOG 1.A.08
Job Profile: J0991**

**Duration of Post: Limited
 Indefinite**

<i>Title</i>	<i>Category</i>	<i>Position Number</i>	<i>Grade</i>	<i>Duty Station</i>
Specialist, Communication	PRFN	P18158	P.3	Port-au-Prince, Haiti

OBJECTIVE OF THE OFFICE/DEPARTMENT

PAHO Country Offices are responsible for ensuring that the Pan American Health Organization / World Health Organization (PAHO/WHO) country program of technical cooperation and its country presence provide adequate support to the national health development process and, at the same time, enables countries to shape the subregional, regional, and global health agendas. The PAHO/WHO Country Office is the basic organizational unit for technical cooperation with the country/ies, drawing on PAHO/WHO resources from all levels and all parts of the Organization.

ORGANIZATIONAL CONTEXT

Within the Office of the PAHO/WHO Representative in Haiti, the incumbent is a member of a multidisciplinary team contributing to the implementation of the biennial work plan and to the Organization's technical cooperation in the country. As a communications specialist, the incumbent is responsible for planning, implementing and managing the communications activities of the PAHO/WHO Country Office in Haiti, with the objective of strengthening the Organization's visibility, reputation and credibility as the leading public health agency in Haiti and in the Region of the Americas.

The incumbent supports public health initiatives and emergency responses through strategic communications and provides communications intelligence, coordination and collaboration with the PAHO Caribbean Subregional Office and PAHO Headquarters. He/she exercises a high degree of independence, judgment and initiative in recommending and implementing communication actions in support of the technical cooperation program, while working collaboratively with technical teams, national counterparts, United Nations agencies, and other partners at country, subregional and regional levels.

SUMMARY OF RESPONSIBILITIES

Under the direct supervision of the PAHO/WHO Representative (PWR), and in consultation and coordination with the Communications Department (CMU) in Headquarters, and the PAHO subregional Caribbean Office in Barbados, the incumbent is responsible for, but not necessarily limited to, the following assigned duties:

- a) Plan, coordinate and implement a comprehensive communication program for PAHO/WHO in Haiti, covering: (i) news, social media and website communication; (ii) donor and project communication; (iii) public health emergency communication; (iv) organizational reputation risk and crisis communication; and (v) advocacy and storytelling for key campaigns and events, ensuring timely communication during public health emergencies and crises; respond, as required, to information requests from WHO Headquarters, including briefing points and inputs for global press briefings.
- b) Develop, implement and monitor a five-year PAHO/WHO Haiti communication strategy to promote and protect the Organization's visibility, reputation and relationships with national stakeholders, donors, partners and peer agencies; ensure alignment with corporate guidance from CMU and WHO Headquarters, including an integrated crisis communication component and a monitoring and evaluation framework with key performance indicators.
- c) Plan and manage media relations in Haiti, including the drafting and dissemination of news releases, media advisories, talking points, Q&As, briefing notes, press kits and spokesperson messages; organize press conferences and media briefings as deemed appropriate by the PWR; ensure timely and accurate provision

of inputs requested by WHO Headquarters for global press briefings, particularly during public health emergencies and crises.

- d) Coordinate and oversee the in-house or outsourced production of publications, technical reports, newsletters, audio-visual and other communication products of the PAHO/WHO Country Office, ensuring quality, accuracy, consistency, and compliance with PAHO/WHO branding and visibility guidelines.
- e) Advise and support PAHO/WHO technical teams and projects to identify, document and disseminate success and impact stories that clearly communicate the results of technical cooperation with the Ministry of Health and other sectors; ensure systematic photo and video coverage of technical cooperation activities and maintain an organized and searchable archive of multimedia materials for strategic storytelling and knowledge management.
- f) Manage and update the PAHO/WHO Haiti digital communication channels, including the country office webpages and social media accounts, in coordination with CMU and the PAHO Caribbean Subregional Office; monitor performance, propose improvements, and ensure coherence with corporate digital communication standards and key regional and global campaigns.
- g) Act as focal point with the Communications/Press Office of the Ministry of Public Health and Population (MSPP), with the communications teams of other United Nations agencies, and with the PAHO Caribbean Subregional Office and CMU, for joint communication activities, campaigns, products and events.
- h) Cultivate and maintain networks and partnerships with national and international media, civil society, grassroots organizations, non-governmental and international organizations, private sector entities, decision-makers, donors, academic institutions and opinion leaders to enhance understanding of, and support for, PAHO/WHO's work and public health messages in Haiti.
- i) Provide technical cooperation to strengthen the MSPP's communication capacities, including the Communication Unit (UCRP), its collaboration with the health emergency unit (UNGUS), its participation in crisis cells, and its capacity in risk communication; support the development and implementation of communication plans for different types of crises and public health emergencies.
- j) Support the development and piloting of a public health communication network in coordination with the sanitary departments, the Civil Protection General Directorate (DGPC), health institutions and health professionals, to promote coherence and consistency of health messages across the health system and with emergency and civil protection structures.
- k) Provide communication support to the PWR/HTI and as required, to the PAHO Caribbean Subregional Office for key meetings, high-level events and advocacy initiatives, including the preparation of speeches, presentations, talking points, briefing notes and rapid crisis-related messaging.
- l) Coordinate and review translations and adaptations of communication materials between English, French and other relevant languages, ensuring editorial quality, cultural appropriateness and consistency of terminology.
- m) Identify and pursue opportunities for the dissemination of PAHO/WHO Haiti communication products at national, regional and international levels, including outreach to the Haitian diaspora and donor countries, in coordination with CMU and relevant technical units.
- n) Ensure that all communication products and activities comply with PAHO/WHO branding, visibility and clearance requirements and reflect PAHO/WHO values and standards.
- o) Perform other related duties, as assigned.

KEY BEHAVIORAL COMPETENCIES

Overall attitude at work: Maintains integrity and takes a clear ethical approach and stance; demonstrates commitment to the Organization's mandate and promotes the values of the Organization in daily work and behavior; is accountable for work carried out in line with own role and responsibilities; is respectful towards, and trusted by, colleagues and counterparts.

Teamwork: Collaborate and cooperate with others/Deal effectively with conflict - Creates team spirit; promotes collaboration and open communication in the team; proactively supports others; welcomes team responsibilities and drives team results; promotes knowledge sharing in the team. Proactively identifies conflicts and facilitates their resolution in a respectful manner; tactfully resolves conflicts between or with others and takes action to reduce any possible tension; effectively builds a rapport with individuals and teams, establishing good personal and professional relationships, as well as minimizing risk of potential conflict.

Respecting and valuing individual differences: - Treats everyone with dignity and respect, fostering positive relationships with everyone. Reflects on personal behavior to avoid stereotypes and considers situations from the perspective of others.

Communication: Express oneself clearly when speaking/Listen/Write effectively/Share knowledge - Foresees communication needs of audience and targets message accordingly. Facilitates open communication; encourages others to share their views openly and takes time to understand and consider their views. Writes down ideas in a clear, structured, logical and credible way; drafts and supports the development of guidelines, policies and procedures. Shares relevant information openly and ensures that the shared information is understood; considers knowledge sharing as a constructive working method and demonstrates awareness of the Organization.

Producing Results: Work efficiently and independently/Deliver quality results/Take responsibility - Prioritizes work, monitors own progress against objectives and adapts plans as required; communicates adjustments as necessary. Acts proactively and stimulates action as needed; handles problems effectively and constructively. Produces high-quality results and workable solutions that meet clients' needs. Works independently to produce new results and sets own timelines effectively and efficiently. Shows awareness of own role and clarifies roles of team members in relation to project's expected results. Make proposals for improving processes as required and take responsibility for own work and/or actions, as necessary. Demonstrates positive attitude in working on new projects and initiatives. Demonstrates accountability for own success, as well as for errors; learns from experience.

Moving forward in a changing environment: Propose change/Adapt to change - Actively supports Organizational change initiatives and demonstrates personal commitment to them, including when faced with new demands; proposes workable solutions to challenging situations. Engages in positive responses to a changing environment and promotes workable solutions to achieve own and team's results. Welcomes, and actively seeks to apply, new ideas, approaches and working methods and technologies in order to improve own and/or team's work processes and results; demonstrates commitment to Organizational change initiatives.

TECHNICAL EXPERTISE

- Theoretical and practical knowledge of the principles and practices of journalism and the news media, social media, knowledge management, and organization and dissemination, collaboration and refinement of information.
- In-depth knowledge and understanding of communication methodologies, concepts and tools, and their role in promoting the concept of a learning organization.
- Ability to identify, assess, analyze, synthesize, advise and train on technical or strategic issues in communications; ability to think strategically, identify opportunities and take initiative.
- Reliability to manage multiple issues, tasks and deadlines across various teams in a complex organizational environment and to re-prioritize actions on short notice.
- Strong professional oral and writing skills, including development of reports and oral presentations.
- Strong inter-personnel skills, diplomacy, and tact to work effectively with diverse colleagues, stakeholders and professionals.

EDUCATION

Essential: A bachelor's degree in journalism, communications, public relations, media, marketing or any field related to the functions of the post, from an accredited university.

Desirable: Training in risk communication, social mobilization, and/or health promotion would be an asset.

EXPERIENCE

Essential: Seven years of national and international experience in journalism, communications, public relations, media, marketing or a related field with demonstrated writing and reporting skills and experience in content production.

Desirable: Experience working under difficult conditions (e.g. war, insecurity, gang violence, political unrest). Experience in the UN System or other international organization. Experience in risk communication, social mobilization, and/or health promotion communication will be an asset.

LANGUAGES

Very good knowledge of French and English. Knowledge of Spanish and/or Haitian Creole would be an asset.

IT SKILLS

Demonstrated ability to effectively use current technology and software, spreadsheets and presentations, as well as Enterprise Resource Planning (ERP) and Adobe Master Suite. Other IT skills and knowledge of software programs

such as 3D visualization modeling and digital social media products development Microsoft Excel, Outlook, OneDrive, PowerPoint, Teams, SharePoint, and Word are considered essential.