



Pan American Health Organization  
World Health Organization  
REGIONAL OFFICE FOR THE AMERICAS

**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: J2048**

**Duration of Post:**  Limited  
 Indefinite

<i>Title</i>	<i>Category</i>	<i>Position Number</i>	<i>Grade</i>	<i>Duty Station</i>
Specialist, Communications	PRFN	P18238	P01	Washington, D.C.

**OBJECTIVE OF THE OFFICE/DEPARTMENT**

The Special Program on Comprehensive Immunizations (CIM) is responsible for the promotion and coordination of technical cooperation and alliances to support Member States in achieving a sustainable and equitable reduction of morbidity, mortality, and burden of disease from vaccine-preventable diseases (VPD) through prevention, control, and elimination strategies. CIM seeks to revitalize Member States' immunization programs through the application of innovative approaches, strategies, and best practices.

**ORGANIZATIONAL CONTEXT**

The incumbent is a member of the Communications & Knowledge Management team in CIM and supports this unit with the functions of planning and implementing of communication activities, in coordination with technical teams and partner organizations. The incumbent coordinates frequently with other units of the CIM Special Program to implement communication activities in order to achieve the planned objectives. The incumbent also collaborates with the Communications Department (CMU) to achieve the best outcomes and impacts of the communications campaigns and other communications products. The incumbent supports the communication focal points in the countries with guidance and provides information and materials to contribute to the positioning of PAHO's brand.

**SUMMARY OF RESPONSIBILITIES**

Under the the direct supervision of the Executive Manager, Comprehensive Immunizations (CIM), the incumbent is responsible for, but not necessarily limited to, the following assigned duties:

- a) Provide support for the development and implementation of communication campaigns and activities for world health days and celebrations such as the Vaccination Week in the Americas, as well as for communication efforts related to the entity's program of work and Plans of Action;
- b) Provide support to country communication focal points and CIM focal points for the development of communication products that most effectively convey the desired information and message to target audiences for key initiatives, in accordance with the priorities of the program of work and Plan of Action;
- c) Provide support to the Program's technical team for the development of strategies to capture the public's attention and engagement about the campaigns or prioritized topics;
- d) Collaborate with technical teams in adapting content in different forms as appropriate for the dissemination platform (e.g. print, media lists, web, social media) consistent with the Organization's brand and style;
- e) Provide support for the review of communication project proposals to ensure that these are aligned with the Corporate Communications Strategy as well as the entity's program of work and priorities;
- f) Coordinate the development of the Immunization Newsletter in English, Spanish, French, and Portuguese; provide support for all stages of preparation, from planning to requesting material, communicating with authors, editing, fact-checking, overseeing translation, designing, printing, overseeing multi-platform publication and its electronic distribution to subscribers;
- g) Prepare periodic monitoring reports of campaigns and assessments of communications tools;
- h) Collaborate and actively contribute to the dissemination of communication products through social media outlets and stakeholders' lists;
- i) Perform other 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.** - Works collaboratively with team members and counterparts to achieve results; encourages cooperation and builds rapport; helps others when asked; accepts joint responsibility for the teams' successes and shortcomings. Identifies conflicts in a timely manner and addresses them as necessary; understands issues from the perspective of others; does not interpret/ attribute conflicts to cultural, geographical or gender issues.

**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/Write effectively/Listen/Shares knowledge** - Quality and quantity of communication targeted at audience. Listens attentively and does not interrupt other speakers. Adapts communication style and written content to ensure they are appropriately and accurately understood by the audience (e.g., power-point presentations, communication strategies, implementation plans). Shares information openly with colleagues and transfers knowledge, as needed.

**Knowing and managing yourself: Manages stress/Invite feedback/Continuously learn** - Remains productive even in an environment where information or direction is not available, and when facing challenges; recovers quickly from setbacks, where necessary. Manages stress positively; remains positive and productive even under pressure; does not transfer stress to others. Seeks feedback to improve knowledge and performance; shows self-awareness when seeking and receiving feedback; uses feedback to improve own performance. Seeks informal and/or formal learning opportunities for personal and professional development; systematically learns new competencies and skills useful for job; takes advantage of learning opportunities to fill competencies and skill gaps.

**Producing Results: Deliver quality results/Take responsibility** - 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. Makes proposals for improving processes as required and takes 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** - Suggests and articulates effective and efficient proposals for change as needed when new circumstances arise. Quickly and effectively adapts own work approach in response to new demands and changing priorities. Is open to new ideas, approaches and working methods; adjusts own approach to embrace change initiatives.

## TECHNICAL EXPERTISE

- Technical expertise in emerging information and communication technologies for health information and knowledge management sharing and virtual collaboration.
- Technical expertise and proven skills in the design, planning and implementation of strategies and communication campaigns.
- Expertise in the development and conceptualization of multimedia contents.
- Proven ability to develop and implement public health and health management and communications programs.
- In-depth knowledge and understanding of knowledge sharing methodologies, concepts, and tools and their role to become a cross-cutting knowledge-based learning organization.
- Excellent organizational and analytical skills combined with excellent communication and interpersonal skills.
- Ability to work independently and to manage multiple assignments simultaneously.
- Strong professional oral and writing skills, including the development of reports, oral presentations, and technical/persuasive documents for consideration at the highest levels of the Organization.

## EDUCATION

**Essential:** A bachelor's degree in journalism, information sciences, media studies, communications, or any other field related to the functions of the position, from a recognized university.

## EXPERIENCE

**Essential:** Three years of combined national and international professional experience working in information and knowledge management and/or communication projects.

**Desirable:** Experience working in Journalism or media would be an asset.

## LANGUAGES

Very good knowledge of English or Spanish with a working knowledge of the other language. Knowledge of French and/or Portuguese 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 management information systems. Other IT skills and knowledge of software programs such as Microsoft Excel, Outlook, OneDrive, PowerPoint, Teams, SharePoint, and Word are considered essential. Other IT skills and knowledge of the other software programs such as drupal, joomla, phtotoshop or final cut, would be an asset.