



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

POST DESCRIPTION

Job Identification: CCOG 1.C.07		Duration of Post: <input checked="" type="checkbox"/> Limited		
Job Profile: J1985		<input type="checkbox"/> Indefinite		
<i>Title</i>	<i>Category</i>	<i>Position Number</i>	<i>Grade</i>	<i>Duty Station</i>
Specialist, Communications & Visibility	NOP	P18177	NO-A	Lima, Peru
<i>First Level Supervision</i>	PAHO/WHO Representative	<i>Second Level Supervision</i>	Director, Communications (CMU)	

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

The incumbent is part of a multidisciplinary team within the Office of the PAHO/WHO Representative in Peru and provides specialized communication support to the PAHO/WHO Representative and technical teams for the implementation of the biennial workplan. The position is responsible for planning, establishing, and managing all communication activities of the PAHO/WHO Office in Peru to strengthen public visibility and trust in PAHO/WHO as the leading public health agency in Peru and across the Region of the Americas.

The incumbent develops and implements communication strategies and products that promote public health initiatives, support technical cooperation, and facilitate timely and effective responses to public health emergencies and crises in Peru. The role requires close coordination and collaboration with the Department of Communications (CMU) and liaison with WHO Headquarters in Geneva, ensuring alignment with organizational priorities and global communication standards

SUMMARY OF RESPONSIBILITIES

Under the general supervision of the Director, Communication (CMU), and the direct supervision of the PAHO/WHO Representative (PWR/PER), the incumbent is responsible for, but not necessarily limited to, the following assigned duties:

- a) Design, implement and monitor the Country’s Office communication strategy to promote and protect public health, ensuring institutional visibility and alignment with PAHO/WHO strategic priorities and institutional guidelines.

- b) Promote, position, and report on PAHO/WHO's work in the country through compelling narratives, success stories, press materials, and advocacy content across digital and traditional platforms, highlighting the results and impact of technical cooperation.
- c) Collaborate and provide technical support to the PWR and technical staff to identify, pursue, and address communication needs and partner engagement opportunities, integrating social communication approaches to advance health objectives and public relations approaches to enhance awareness of the Organization and its work in the country.
- d) Provide strategic communication advice and support to technical PAHO/WHO teams and national authorities during health emergencies, including the preparation and dissemination of key messages, media monitoring and social listening.
- e) Support knowledge management and publications by monitoring the annual publications plan in coordination with the Country Publications Committee, reviewing content for quality and relevance, and ensuring compliance with institutional standards and processes in collaboration with technical teams and HQ.
- f) 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. - 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. Make 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 articulate 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

- Skills in communication, journalism, and public information.
- Strong writing, reporting, and editorial abilities for diverse audiences.
- Specialized in risk, crisis, and behavior change communications, ideally in public health.
- Effective in multicultural environments and partnerships.
- Experienced in capacity-building, training, social mobilization, community engagement, and infodemic management.
- Proficient in supervising creation of communication products, including audiovisual and graphic design.

EDUCATION

Essential: A bachelor's degree in social communications, journalism, media studies, digital media communication, advertising, or in any other discipline related to the functions of the position, from a recognized university.

Desirable: Postgraduate training or formal coursework in behavioral insights, infodemic management and emergency/crisis communication, or public health.

EXPERIENCE

Essential: Three years of professional national experience in social communications, journalism or public relations.

Desirable: Experience in working in an international organization or governmental institutions. Experience in health promotion and communication in emergencies will be considered an asset.

LANGUAGES

Very good knowledge of Spanish with a working knowledge English.

IT SKILLS

Demonstrated ability to effectively use current technology and software, as well as Enterprise Resource Planning (ERP). Other IT skills and knowledge of software programs such as Microsoft Excel, Outlook, OneDrive, PowerPoint, Teams, SharePoint, and Word are considered essential.

Other essential IT skills include website management, effective use of social media and knowledge of audiovisual production and graphic design tools, such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere, After Effects, or equivalent), with the capacity to supervise and provide guidance on the development of communication materials.