



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

POST DESCRIPTION

Job Identification: CCOG 1.2.01 Job Profile: J1908	Duration of Post: <input checked="" type="checkbox"/> Limited <input type="checkbox"/> Indefinite
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<i>Title</i>	<i>Category</i>	<i>Position Number</i>	<i>Grade</i>	<i>Duty Station</i>
Specialist, Emergency Advocacy and Communications Support	PRFN	P18226	P1	Washington, D.C.

OBJECTIVE OF THE OFFICE/DEPARTMENT

The objective of the Health Emergencies Department (PHE) of the Pan American Health Organization (PAHO/WHO) is to increase health sector resilience to emergencies and disasters. PHE assists Member States to strengthen the health sector’s capacities in prevention, risk reduction, preparedness, surveillance, response, and early recovery for emergencies and disasters related to any hazards (natural, man-made, biological, chemical, radiological and others) and, when national capacities are overwhelmed, to lead and coordinate the international health response to contain disasters, including outbreaks, and to provide effective relief and recovery to affected populations. PHE is responsible for ensuring the implementation and updating of the PAHO/WHO Institutional Emergency and Disaster Response policy.

ORGANIZATIONAL CONTEXT

The incumbent is a member of the PHE Resource Mobilization and Communications (PHE/RMC) Team in the Health Emergencies Department and works in close collaboration and coordination with the Department of Communications (CMU). He/she provides operational support for regional media and stakeholder relations in the Health Emergencies program, collaborating in researching and drafting communication pieces showcasing the work of PAHO in emergencies. The incumbent supports the implementation of PAHO’s regional communications strategies and supports capacity building endeavors at the country and regional levels of the organization for health emergencies. He/she works under the guidance and supervision of the RMC Team Lead and the Health Emergencies Communication Specialist. The incumbent will be deployed to emergency operations when required. The incumbent assists in the preparation and publication of communication, visibility, and advocacy material on PAHO’s work in health emergencies that has been cleared for publication in PHE external channels, including but not limited to web and social media platforms. In addition to publishing new web and social media content, he/she is tasked in ensuring the findability and enhancing the visibility of PAHO’s published Web content by reviewing PAHO content requirements and communications strategies and implementing search engine optimization (SEO) techniques and recommendations to content registration on the PAHO Web’s Drupal-based content management system (CMS).

SUMMARY OF RESPONSIBILITIES

Under the general supervision of the Advisor, Resource Mobilization and Communications (PHE/RMC), and the direct supervision of the Specialist, Health Emergencies Communications (PHE/RMC), the incumbent is responsible for, but not necessarily limited to, the following assigned duties:

- a) Support the design, layout and drafting of advocacy and visibility material on PAHO's work in health emergencies risk management and pandemic preparedness and response, particularly under the Pandemic Fund portfolio and PIP initiative for dissemination via internal and external communication channels, including but not limited to PAHO website and social media platforms;
- b) Maintain the Organization's Health Emergencies website and related subsites and coordinate the publication of new web content associated with preparedness and response to health emergencies, as directed;
- c) Coordinate the dissemination of content via social media for the Department of Health Emergencies, in close coordination with CMU and the PAHO country teams of Member States affected by emergencies;
- d) Create pages for the PAHO website according to established requirements and standards, through the Drupal Content Management System (CMS), using HTML code whenever necessary;
- e) Review published content for errors such as incorrect titles, improper categorization, broken or missing hyperlinks from the PAHO Digital Library, and missing translations;
- f) Manipulate image and document files to ensure these meet the PAHO website's size, naming, formatting, and configuration standards;
- g) Support the design of infographics and other IEC materials for health emergencies programmatic and advocacy communication efforts;
- h) Support capacity building within the Organization and Member States for health emergencies communication and visibility;
- i) Collaborate in the development and implementation of relevant health emergencies communication strategies, particularly the communication and visibility strategy for the Pandemic Fund project portfolio;
- j) Research and draft technical and non-technical articles and success stories and support the drafting of responses to articles as relevant; disseminate relevant materials using PAHO's official channels as guided;
- k) Collaborate in advocacy and visibility efforts relating to all areas of disaster/emergency preparedness, risk reduction and response, including supporting logistics and other efforts for media events, information briefings, and other international events (e.g. International Day for Disaster Reduction, World Health Day, etc.), in coordination with PHE technical units and CMU;
- l) Participate in the Organization's emergency and disaster response operations, as required;
- m) Perform other related responsibilities as assigned, including replacing and backstopping for PHE personnel as required.

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 conflicts - Works collaboratively with team members and counterparts to achieve results; encourages cooperation and builds rapport; helps others when asked; accepts joint responsibility for the team's 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 / Share 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: Remain productive /Manage stress/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 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: Work efficiently and independently / Deliver quality results/Take responsibility - Prioritizes work and makes planning/Organizational adjustments as necessary; seeks clarification from supervisor on timelines, as needed. Use feedback and input from supervisor to achieve results. Produces quality results and has frequent discussions with supervisor to achieve results, is action-oriented and sees tasks through to completion. Shows understanding of own role and responsibilities in relation to expected results. Solicits and accepts direction and guidance from supervisor and team members and takes responsibility for own work and actions, as appropriate.

TECHNICAL EXPERTISE

- Knowledge of communication, information management, and public relations.
- Knowledge or skills in visual design, website development and maintenance.
- Inter-personal skills, discretion, diplomacy, and tact to effectively communicate with the media and with health officials in public and private sector and civil society, multiple stakeholders, and professionals from diverse cultural backgrounds.
- Ability to manage multiple issues and tasks in a complex organizational environment and to re-prioritize actions at short notice.
- Demonstrated professional oral, writing, and editing skills, including the development of reports, oral presentations, and technical/persuasive documents for consideration at the highest levels of the Organization.
- Willingness to deploy at short notice in support of international emergency health interventions.
- Ability to integrate managerial and technical inputs into recommendations for decision-making processes; ability to manage multiple issues and tasks in a complex organizational environment.

EDUCATION

Essential: A bachelor's degree in journalism, communications, international relations, political or social science, or any other field related to the functions of the post, from a recognized university.

Desirable: Specialized training in public health, crisis or risk communications, or advocacy. Training in film or video production would be an asset.

EXPERIENCE

Essential: Three years of combined national and international professional experience in webpage maintenance and journalism, including television, radio and/or print, involving information and communications projects and/or strategies on health subjects.

Desirable: Experience working in the United Nations systems or other multilateral institutions, non-governmental or humanitarian organizations. Field experience in public health programs or emergency response programs. Experience supporting the information and communications projects/strategies, speech or campaign writing, elaboration of brochures, pamphlets and documentaries (written, film or others) would be an asset.

LANGUAGES

Very good knowledge of English or Spanish with 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, as well as Enterprise Resource Planning (ERP). Proficiency in key software applications, including Microsoft Excel, Outlook, OneDrive, PowerPoint, Teams, SharePoint, and Word, is considered essential. Experience in managing the Drupal platform is also required for this position. Strong knowledge and practical command of graphic design and multimedia tools (such as Adobe Illustrator, Premiere, Lightroom, and InDesign), as well as skills in photography and video editing, are highly desirable.