

## ANNEX 1

### INTERNATIONAL PAHO CONSULTANT TERMS OF REFERENCE Digital Communications Consultant [P2 Level Equivalent (\$4,305/month)]

#### Objectives of the 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 (Optional)

The digital communication consultant position is within the Resources Mobilization and Communications (RMC) Team of the Health Emergencies Department. The consultant will work directly with the PHE Communication Specialist to assist in the preparation, update and publication of web and social media content that has been cleared for publication on the web. The consultant will coordinate closely with the Department's network of technical advisors at the regional, subregional and country level as well as the Organization's Communications Department (CMU) to ensure relevant content on the PHE webpages and social media accounts is kept current and reflects PAHO's quality and branding requirements.

#### Responsibilities:

Under the general supervision of the RMC Team Lead and the direct supervision of the Health Emergencies Communications Specialist, the incumbent is responsible for, but not limited to, the following assigned duties:

- a. Support the re-design of the website structure for the PHE internet site, within approved PAHO website and institutional communication guidelines:
  - i. Analyze PHE web metrics and optimize accessibility for a user-friendly environment.
  - ii. Review and classify existing and new content according to intended audiences (internal and external) and provide recommendations on platforms for dissemination.
  - iii. Provide recommendations for the use of information from old PHE websites outside of PAHO's website server.
- b. Convert and migrate relevant content of the Health Emergencies department from legacy systems (WordPress, Joomla) into the current system (Drupal) or PAHO's intranet platform (as appropriate), ensuring key legacy information and links have been properly redirected.
- c. Finalize publication transfer so that all the documents in the PHE website are correctly indexed in PAHO's Institutional Repository for Information Sharing (IRIS) catalogue.

- d. Support the maintenance and content development/update of the PHE website, in alignment with institutional website guidelines.
- e. Support the management and regular update of content of the PHE social media accounts.
- f. Perform other duties, as assigned.

**Location:**

This temporary position is in support of the Organization's Health Emergencies Department team, which is based at PAHO's Headquarters in Washington, D.C. However, given the extended duration of the COVID-19 emergency, the incumbent will be permitted to work from their location of residence. If selected, the incumbent would be onboarded at their place of recruitment and can perform their duties, via emergency telework, from that location. The incumbent will be required to perform the full functions and responsibilities of the position via telework.

**Education requirements (Qualifications)**

**Essential:** Bachelor's degree in communications, multimedia, digital media design, computer technology or a related university subject. Basic familiarity with HTML and CSS.

**Desirable:** Advanced knowledge of Drupal-based content management system (CMS) preferred.

**Experience requirements**

**Essential:** At least five years of professional experience in planning and design of digital communications products, focusing on the creation of website designs, development and management of web content, digital retouching and image editing, etc.

**Desirable:**

**Languages**

Very good knowledge of English or Spanish with a working knowledge of the other language is required. Knowledge of French and/or Portuguese would be an asset.

**Expected contract duration**

Short term (4-6 months), with possibility of extension subject to performance and based on needs and funding availability

**The Application must include**

- Cover letter and most up to date CV which reflects work experience related to the subject of this contract

**The hiring of the selected candidate will be subject to the presentation of the following documents (Note: These documents are NOT required to apply to this position but will be required before a contract can be signed):**

- Copy of diploma and / or certificate (s)
- Three letters of professional references that include the full name of the contact person, telephone number and address or email

**How to Apply**

Above required documentation must be submitted before 21 April 2021 to [escamiltan@paho.org](mailto:escamiltan@paho.org)