

TERMS OF REFERENCE – COMMUNICATIONS CONSULTANT FOR THE BAHAMAS PAHO/WHO COUNTRY OFFICE

The Pan American Health Organization, Regional Office of the World Health Organization (PAHO/WHO), has an established history of technical cooperation in public health with national authorities in The Bahamas and Turks and Caicos Islands. PAHO/WHO is responsive to the countries' public health priorities and aligns technical cooperation to countries towards achieving regional and global health goals. PAHO/WHO helps countries to shape their health services and health research agendas, set norms and standards, evaluate, and implement evidence-based policies and monitor and assess health trends. The organization promotes health care strategies that reach people in their communities to extend health services to all and increase efficiency in the use of resources. PAHO/WHO's relationships are built on effective communications to inform, persuade, and engage our stakeholders, partners and audiences in public health matters.

The PAHO/WHO Bahamas Country Office is seeking to recruit a Communications Consultant to contribute across all technical programs in the development and dissemination of communication assets in order to promote and support the work of the organization. The consultant will be expected to make use of various media to effectively engage stakeholders, partners, and the public. In performing these duties, the consultant will be guided by the PAHO/WHO Representative, the Organization's Strategic Plan, and its Biennial Work Plan (BWP), national strategies, and other directives regarding technical cooperation. The work of the Communications Consultant will be supervised by the PAHO/WHO Representative.

Summary of responsibilities

1. Coordinate and contribute substantively to the development and dissemination of communications, advocacy, and knowledge products in support of PAHO/WHO's work in collaboration with the PAHO/WHO Representative and technical advisors.
 - Develop and disseminate communications materials, including brochures, publications, briefing materials, press releases, and articles, and manage their dissemination
 - Oversee the quality and compliance of communication products with the PAHO/WHO corporate branding and any donor branding requirements
 - Manage the translation/adaptation of regional communications materials
 - Recommend innovative strategies to maximize the reach of communication.
2. Maintain and update the PAHO/WHO country office website and social media accounts
 - Maintain a user-friendly Bahamas country office web page
 - Develop and implement social media campaigns, including the development of social media cards and videos of national relevance
 - Provide regular updates of social media accounts and monitor the impact of social media postings
3. Facilitate the development of effective risk communication, public education and public awareness projects and products:
 - Develop effective partnerships with community gatekeepers
 - Coordinate arrangements for PAHO/WHO personnel presentations at public events
 - Facilitate the development of multilingual communication products and campaigns

- Support the promotion of Universal Health through development and implementation of communication strategies and products and risk communications targeting vulnerable persons e.g., youths, aged, persons with disabilities, migrants, and socially marginalized groups
4. Coordinate Media Relations:
 - Manage relationships with the media
 - Coordinate responses to media inquiries and information requests
 - Prepare and disseminate media correspondence in consultation with the PAHO/WHO Representative and technical officers
 - Provide support for media and public appearances, organize interviews, press conferences and briefing sessions with the media as required
 5. Maintain and update the country office digital photo database
 6. Serve as focal point for the Bahamas Country Office with respect to communications initiatives and activities with relevant teams across PAHO/WHO
 7. Participate in inter-programmatic work of the PAHO/WHO country office, and collaborate with sub-regional and regional focal points, to optimize the delivery of country technical cooperation.
 8. Contribute and collaborate in the development, implementation, and monitoring of PAHO/WHO work plans, budgets and reports as they relate to assigned areas of work.
 9. Perform other related duties as assigned.

QUALIFICATIONS AND EXPERIENCE

Essential: A university degree in communications, journalism, or a related field from a recognized institution. Minimum three years' experience working in communications, media relations and the use of social media and digital platforms.

SKILLS

- Excellent English language oral and writing skills.
- Familiarity with local media, and established network of with local journalists.
- Ability to efficiently utilize computer software programmes, such as Microsoft Office Word, Excel, PowerPoint, SharePoint, and Outlook.
- Ability to express clearly and concisely ideas and concepts in written and oral form

DELIVERABLES

Monthly progress report submitted to the designated PAHO/WHO official for this contract.

DEADLINE

Qualified candidates are invited to submit their CV to browns@paho.org by **5th December 2022**.