FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED NATIONS
Terms of Reference for Consultant Category B *

Job Title:	Communications and Multi-media platforms Specialist (Loaned Expert)
Division/Department:	FAO Philippines
Programme/Project Number:	
Location: Manila, Philippines	

Expected Start Date of Assignment:		**Duration:**	6-12 months (may be extended up to 2 years)
Reports to: *Name: Jose Luis Fernandez*		*Title:*	FAO Representative

* Please note: If this TOR is for Consultant / PSA.SBS contract, the minimum relevant experience required **for the assignment** is as follows:

1 year for a category C	X 5 years for a category B	12 years for a category A

** Please enter a short title (max 25 chars) for this assignment.

GENERAL DESCRIPTION OF TASK(S) AND OBJECTIVES TO BE ACHIEVED

Under the overall guidance of the FAO Representative in the Philippines, the direct supervision of the National Communications Specialist and close coordination with the FAOPH Programme Unit, the loaned expert will carry out the following duties:

1. Plan and deliver programmes, products and services including related policies, systems and tools to facilitate the effective media relations and internal as well as external corporate communication.

2. Analyse information, data, statistics, relativities, trends, problems, and/or issues to support effective communication delivery, new initiatives, and the preparation of plans, strategies, reports, policies and/or other products.

3. Lead in planning and execution of events and other similar activities, which may include workshops, training activities, high-level briefings and receptions.

4. Conceptualise and produce communications outreach and multimedia products to support the implementation of programmes and/or highlight the progress of FAO's work in the country. This may include content development, designing and/or editing video documentaries (preparing shot lists, actual videography and photography), infographics, brochures, flyers, fact sheets, newsletters, social media packs and visibility items.

5. Create a social media plan and website management activities including localizing global and regional campaigns.

6. Provide support in the development of information, training materials and products to increase understanding of programmes, services and policies,

7. Develop relevant performance criteria and indicators to evaluate programmes, products and services.

8. Develop information and training materials and manages and leads in the presentation of information/ training sessions to management and staff.

9. Provide information and advice to management and staff.

10. Participate on project teams and work groups

KEY PERFORMANCE INDICATORS	

Expected Outputs:
  • High quality information and multimedia products (infographic templates, design decks, videos) that are compliant with FAO's branding and communications policies
  • FAO Social Media Pack and established web content management plan to support programmes visibility and awareness.
  • Information, Training Materials and Communication products for visibility and awareness
  • Post-event reports or briefs, including back-to-office reports following missions
  • Final End of Assignment Report of all activities undertaken
	Required Completion Date:
	6-12 months from starting date of the initial assignment

REQUIRED COMPETENCIES

Academic Qualifications:

- Advanced university degree in communication, social science, journalism, political science or a related field

General Competencies:
- Results Focus
- Teamwork
- Communication
- Building Effective Relationships
- Knowledge Sharing and Continuous Improvement

Technical Competencies and Experience Requirements:
- At least five years of relevant experience in communication, web publishing and/or social media networks
- Work experience in more than one location or area of work, particularly in field positions is desirable
- Understanding of FAO policies and programmes is considered a strong asset.
- Ability to translate complex and technical communications to a wide and varied audience, in a simple and concise manner
- Extent and relevance of experience in the field of communication services for prominent organizations, particularly at the international level, including substantive experience in journalism
- Extent and relevance of experience in drafting high-quality written materials for a wide variety of audiences
- relevant experience in graphic design and multimedia, events organizing, web publishing and/or social media management
- Working knowledge of English, French or Spanish and limited knowledge of one of the other two or Arabic, Chinese, Russian.