

**UNITED NATIONS DEVELOPMENT PROGRAMME
POSITION DESCRIPTION**

I. Position Information

<p>Job Title: Project Communications Manager</p> <p>Position Number: 00116039</p> <p>Department:</p> <p>Reports to:– CTA/RPC (P4)</p> <p>Direct Reports:</p> <p>Position Status: Non-Rotational</p> <p>Job Family:</p>	<p>Grade Level: SB4 Choose an item</p> <p>Duty Station: Baku (Regional and national PCU located in Baku)</p> <p>Family Duty Station as of Date of Issuance: Yes</p> <p>Date of Issuance: 27 February 2019</p> <p>Closing Date: 13 February 2019</p> <p>Duration and Type of Assignment: 1 Year, with possible renewal</p>
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II. Organizational Context

GEF funded regional Kura Project “Advancing Integrated Water Resource Management (IWRM) is being executed through the Direct Implementation Modality (DIM) by the Istanbul Regional Hub (IRH), with advisory and execution support from the UNDP Country Offices and the Project Coordination Unit (PCU). The Kura Project will address the priority needs in the ministerially endorsed Strategic Action Plan (SAP) through implementation of the SAP and national Integrated Water Resources Management Plans to strengthen and harmonize coordinated conjunctive transboundary ground and surface water management. The five components are: Support for institutional governance protocols; professional development and capacity building for water managers across sectors; stress reduction measures in critical areas; stakeholder education and empowerment; and, enhanced science for governance. The project has strong, multisectoral support in both countries – Georgia and Azerbaijan and will support pending bilateral legal agreements. The Project Coordination Unit (PCU) will be established by UNDP IRH in Baku, Azerbaijan. The PCU will be responsible for the day-to-day coordination and oversight of the Kura II Project. The PCU will be led by Chief Technical Advisor/ Regional Project Coordinator (CTA/RPC).

Under the guidance of the CTA/RPC, the Project **Communications Manager** will support the development and implementation of the Kura-II project communications strategy at the regional level. She/he will provide technical communications inputs into all project components with respect to stakeholder involvement, public participation, empowered capacity building, and awareness raising. The Project Communications Manager will also provide back stopping support to CTA/RPC in all areas of project communications implementation, and will closely cooperate with the Finance and Administration Officer, National Coordinators and National Project Officers, with support of CTA.

Background on the project

The Global Environment Facility (GEF) (www.thegef.org) unites 183 member governments - in partnership with international institutions, non-governmental organizations and the private sector - to address global environment issues. An independently operating financial organization, the GEF provides grants for projects related to biodiversity, climate change, international waters, land degradation, the ozone layer and persistent organic pollutants. Since 1991, the GEF has provided US\$12.5 billion in grants and leveraged US\$58 billion in co-financing for 3,690 projects in 165 developing countries. Through its Small Grants Programme (SGP) the GEF has made more than 20,000 grants totaling about US\$1 billion to civil society and community-based organizations.

The GEF International Waters (IW) focal area targets transboundary water systems, such as shared river basins, lakes, groundwater and large marine ecosystems. The IW portfolio comprises 242 projects to date and some US\$1.4 billion of GEF grants invested in 149 different countries. This investment has leveraged about US\$8.4 billion in co-financing.

UNDP GEF Kura Project “Advancing Integrated Water Resource Management (IWRM) across the Kura river basin through implementation of the transboundary agreed actions and national plans” will be implementing the Strategic Action Program for the Kura River Basin in partnership with the Governments of Georgia and Azerbaijan. The SAP is framed around four agreed Ecosystem Quality Objectives (EQO) which are:

- To achieve sustainable utilization of water resources to ensure access to water and preserve ecosystem services;
- To achieve water quality such that it would ensure access to clean water for present and future generations and sustain ecosystem functions in the Kura river basin;
- To achieve and maintain ecosystem status whereby they provide essential environmental and socio-economic services in a sustainable manner in the Kura River Basin; and,
- To achieve mitigation of adverse impacts of flooding and climate change on infrastructures, riparian ecosystems and communities.

The GEF will support priority activities towards these objectives. The GEF funded SAP implementation Project has the objective “to integrate water resources management in the Kura river basin to address water-energy-food-ecosystem security nexus through the implementation of agreed actions in the SAP”.

III. Functions / Key Results Expected

Summary of Key Functions:

1. Support to implementation of the regional Kura-II project communications at the regional level;
 2. Providing technical level communications and public relations expertise in all project components.
1. Support to implementation of the regional Kura-II project communications at the regional level;
 - ❑ Lead Kura II’s regional communication strategy and direct its implementation in Azerbaijan and Georgia
 - ❑ Based on the Regional Communications Mission Report to the Kura River Basin, and the UNDP Communications platform, draft a regional project communication strategy and work plan that will involve UNDP IRH, UNDP Country Offices, and partners in both Azerbaijan and Georgia. The strategy will lay out the strategic objectives of the project (resource mobilization, partnerships, advocacy) and outline corresponding communication goals, targets, audiences, activities and success indicators, and needed resources, with dates through end of project (August 2020);
 - ❑ Working with the CTA, draft ToRs and oversee and coordinate all work for two National Communications Experts who will serve on Independent Consultant Contracts and provide support services towards the realization of the Regional Communications Strategy;
 - ❑ Take responsibility for all Kura II Project Communications outputs, and dissemination of these in line with Project Partners, UNDP, and UN branding and public relations requirements;
 - ❑ Lead the development of all key messages on the project’s intentions, effort, and results;
 - ❑ Lead all social media campaigns, coordinated across Azerbaijan and Georgia working with national communication teams, Junior Experts, project experts, and project team;

III. Functions / Key Results Expected	
<ul style="list-style-type: none"> ❑ Highlight work of project and communications team to share with local, national, and international media outlets collaborating as needed with UNDP IRH, UNDP Country Offices, IW:LEARN, GEF and partner Ministries; 	
2. Providing technical level communications and public relations expertise in all project component.	
<ul style="list-style-type: none"> ❑ Write or review all press releases, informational materials, social media updates, etc. regarding all intended objectives and outputs; ❑ Identify opportunities to tell compelling stories from the project work, including the work of demonstration projects, IWRM Academy, regional aspects of the project, and project innovations; ❑ Provide guidance for public relations and communications for public private partnership work (Blue Business Awards), Plastics in water efforts, Water Savers Mobile App Development, and other outreach aspects of the project that are strongly linked to project activities; ❑ Support the implementation of local competitions for climate change adaptation solutions, including creating an active social media campaign to promote the benefits and innovations nationally, regionally and internationally; ❑ Collaborate with the International Stakeholder Engagement Expert to design and implement the Social Marketing Campaign for improved water use strategies for local users; ❑ Liaise with project partners and local, regional and international NGOs to celebrate/mark/commemorate specific water and environment annually designated days; ❑ Provide support to project throughout the project lifetime, including creating a post-project summary of communications lessons learned, and recommendations to improve communications harmonization in future GEF IW Projects. 	

IV. Competencies and Selection Criteria	Description of Competency at Level Required (For more comprehensive descriptions please see the competency inventory)
The key results have an impact on the overall success of the UNDP/GEF Kura project, which will support the implementation of the Strategic Action Plan and National Integrated Water Resources Management Plans which will facilitate coordinated transboundary ground and surface water management in the project countries.	
Core	
Innovation <i>Ability to make new and useful ideas work</i>	Level 4: Originate (Peer Regarded Lead Expert)
Leadership <i>Ability to persuade others to follow</i>	Level 4: Originate (Peer Regarded Lead Expert)
People Management <i>Ability to improve performance and satisfaction</i>	Level 4: Originate (Peer Regarded Lead Expert)
Communication <i>Ability to listen, adapt, persuade and transform</i>	Level 4: Originate (Peer Regarded Lead Expert)
Delivery <i>Ability to get things done</i>	Level 4: Originate (Peer Regarded Lead Expert)
Technical/Functional	
Primary	
Advocacy/Advancing a Policy-Oriented Agenda <i>Capable of identifying audiences, behavioral changes and activities for advocating UNDP's mandate</i>	Level 4: Originate (Peer Regarded Lead Expert)
Building Strategic Partnerships <i>Uses communication to support strategic alliances with partners and stakeholders</i> <i>Establishes and nurtures positive communication</i>	Level 4: Originate (Peer Regarded Lead Expert)

<i>with partners</i>	
Promoting Organizational Learning and Knowledge Sharing <i>Generates new ideas and approaches, researches best practices and proposes new, more effective ways of doing things</i>	Level 4: Originate (Peer Regarded Lead Expert)
Job Knowledge/Technical Expertise <i>Understands and applies fundamental concepts and principles of a professional discipline or technical specialty relating to the position</i> <i>Possesses basic knowledge of organizational policies and procedures relating to the position and applies them consistently in work tasks</i> <i>Analyzes the requirements and synthesizes proposals</i> <i>Strives to keep job knowledge up-to-date through self-directed study and other means of learning</i> <i>Demonstrates good knowledge of information technology and applies it in work assignments</i> <i>Ability to strategically link communication with partnership goals and resource mobilization objectives</i>	Level 4: Originate (Peer Regarded Lead Expert)
Creating Visibility for UNDP/Supporting UNDP's Capacity to Advocate <i>Promotes awareness of UNDP's centrally to development through dissemination of information and materials</i>	Level 4: Originate (Peer Regarded Lead Expert)
Global Leadership and Advocacy for UNDP's Goals <i>Identifies and communicates relevant information for advocacy for UNDP's goals for a variety of audiences</i>	Level 4: Originate (Peer Regarded Lead Expert)
Conceptual Innovation in the Provision of Technical Expertise <i>Keeps updated in his/her area of substantive expertise</i> <i>Identifies opportunities for conceptual innovation</i>	Level 4: Originate (Peer Regarded Lead Expert)
Client Orientation <i>Researches potential solutions to internal and external client needs and reports back in a timely, succinct and appropriate fashion</i> <i>Organizes and prioritizes work schedule to meet client needs and deadlines</i>	Level 4: Originate (Peer Regarded Lead Expert)

V. Recruitment Qualifications	
Education:	Master's degree in social sciences, linguistics or communications, environmental management, development studies or related fields is required. OR License degree in social sciences, linguistics or communications, environmental management, development studies or related fields is required. OR Bachelor's degree in social sciences, linguistics or communications, environmental management, development studies or related fields is required.
Experience:	1. Master's or higher degree in above mentioned fields required. OR

	<p>License degree in above mentioned fields with 1 year of relevant experience in national public relations, communications or advocacy required.</p> <p>OR</p> <p>Bachelor's degree in above mentioned fields with 2 years of relevant experience at the national in public relations, communications or advocacy required.</p> <ol style="list-style-type: none"> 2. Experience in regional projects communications including media relations for sensitive issues is an asset; 3. Familiarity to wider regional social and economic development and political trends shaping natural resource management in the Kura Basin is required; 4. Familiarity with gender mainstreaming in natural resources management is an asset; 5. Experience with communications and public relations materials for all levels, at local, national and regional media required 6. Experience in development of communication materials targeting specific stakeholder groups is an asset; 7. Experience with communications management, of social media platforms, management and oversight of public events required; 8. Management experience, ideally with junior level staff to increase capacity and provide project support is an asset; 9. Demonstrated familiarity with or, ideally, work experience in UNDP, including familiarity with communications and branding protocols is a strong asset; 10. Demonstrated familiarity with or, ideally, work experience in GEF International Waters, experience in Azerbaijan and/or Georgia an asset;
Language Requirements:	<ol style="list-style-type: none"> 11. English is the working language for this assignment; therefore, oral and written communications skills in English are required, as well as the language of the duty station is required. 12. Ability to communicate effectively in Russian or Georgian is an asset
Other:	<ul style="list-style-type: none"> • Experience in the usage of computers and office software packages, good knowledge and experience in use of these for communications and public relations outreach required.