



## **TERMS OF REFERENCE** **(Individual Contractor Agreement)**

Title: Communications Specialist  
Station: Ciudad de Panamá, Panamá  
Section/Unit: LCR, Office of the RD  
Contract/Level: ICS10 - IICA2 / LICA10 Duration: Ongoing  
Supervisor: Head of Partnerships for LAC

### **1. Background Information and organizational context**

The United Nations Office for Project Services (UNOPS) is a United Nations entity responsible for infrastructure, procurement and project management (General Assembly Resolution 65/176 of 2010). Our mission is to help people build better lives and countries achieve sustainable development. UNOPS is a service provider, a technical advisor and an implementer of projects to support our partners.

- i) **Sustainable Infrastructure:** UNOPS designs, builds, repairs and maintains infrastructure in some of the most challenging environments in the world. Its activities are focused on the development of transportation, education and health infrastructure, among other areas.
- ii) **Public procurement:** UNOPS is a central procurement resource for the United Nations system and governments. It emphasizes an efficient, transparent and sustainable delivery of goods and services.
- iii) **Project management:** UNOPS manages more than a thousand humanitarian, development and peacebuilding projects per year for different partners, ensuring quality, effectiveness and results that meet the highest standards.

UNOPS work seeks environmental, social and economic sustainability, which contributes to the progress of equity and the common good of the countries in which it operates, thus promoting the improvement of the living conditions of the most needy people. UNOPS has a presence in 23 countries in Latin America and the Caribbean. Our services, products and technical assistance comply with the principles of the public administration of transparency, equity, integrity, free competition, impartiality, morality, effectiveness, efficiency and respect for national institutions.

### **2. Functional responsibilities**

Under the guidance and direct supervision of the Head of Partnerships for LAC; the Communications Specialist will have the following key responsibilities:

- I. Strategic positioning of UNOPS in Latin America and the Caribbean;
- II. Management and implementation of strategic external communication in Latin America and the Caribbean;
- III. Development and follow up of strategic communication alliances Latin America and the Caribbean; and
- IV. Internal communication, knowledge management and gender mainstreaming in Latin

America and the Caribbean.

**I. Strategic positioning of UNOPS in Latin America and the Caribbean (LAC)**

- In coordination with the Head of Partnerships for LAC: develop, implement and monitor the Communication Strategy for LAC, keeping aligned with the national and global UNOPS priorities.
- Identify priority audiences and carry out a stakeholders' mapping and follow-up.
- Research of national trends or events that can influence UNOPS activities in LAC.
- Prepare high-level information, report and talking points for meetings of the Regional Director and Country Directors.
- Manage the publication of Op-Eds of the Regional Director in regional and international media.
- Support the coordination of the focal points of communications in LAC.
- Reinforce the preparation of reports, contribute to the monitoring of results and evaluation of the project and apply the lessons learned.
- Support the implementation of activities that have an impact at the national, regional and global levels, through a close coordination with the national offices and the Communication Group.
- Build and channel communication messages with proprietary stakeholders that allow the strategic positioning of the projects at the national and regional level.

**II. Management and implementation of strategic external communication in LAC**

- Prepare talking points for the Regional Director of UNOPS in LAC when needed, ensuring that public announcements are made through the most appropriate channels to maximize their impact.
- Manage regional social media channels and resolve inquiries from journalists for interviews, statements and others.
- Develop, monitor and implement protocols to prevent and manage potential reputational or media communications crisis situations, in coordination with the Head of Partnerships for LAC.
- Serve as liaison for the project's communications with the focal points of the country offices.
- Leading and motivating a team of communication professionals located in different countries, ensuring cohesive collaboration and optimal project outcomes.
- Execute the regional digital strategy at the regional level.
- Develop and execute comprehensive communication strategies that align with organizational goals and resonate across diverse regional contexts.
- Coordinate regional conferences, workshops, seminars and / or other external communication activities.
- Perform other tasks that may be required for communications, public relations and dissemination of the activities in the country.

**III. Development and follow up of strategic communication alliances in LAC**

- Support the Head of Partnerships for LAC in the necessary management current and potential new strategic alliances with media at the national and regional level to enhance the organization's visibility and impact.
- Participate in the implementation of initiatives and tools to effectively address the development of communication partnerships linked to innovative solutions, such as Fair Public Management and others.
- Strengthen efforts to increase the communication alliances and strategic positioning with

the regional communication departments of the the United Nations System, IFIs, international organizations, academia, private sector, among others.

- Put into force strategic actions to position the achieving the Sustainable Development Goals and the 2030 Agenda, and in line with the strategic messages established between UNOPS and its counterparts.

#### **IV. Internal communication, knowledge management and gender mainstreaming in LAC**

- Support the Head of Partnerships for LAC in keeping the regional team informed about current trends and priorities about UNOPS.
- Contribute to the dissemination and exchange of best practices and lessons learned.
- Support the coordination of the Network in LCR for Communications and Partnerships.
- Enforce and promote the circulation of information within the country offices Support the development of gender, diversity and innovation communication initiatives that allow increasing the incorporation of the gender, diversity and inclusion perspective.

### **3. Impact of results**

The effective and successful achievement of results by the Specialist on Communications directly affects the strategic positioning of UNOPS in LAC and the LAC region, in regards to communications issues, impacting the perception of the organization and its results in strategic partners and general audiences. Timely and accountable communications and partnerships actions promote the image and credibility of UNOPS as an effective service provider in project services and management. This enhances UNOPS' competitive position as a partner of choice in sustainable development and project services in the given geographical area.

### **4. Requirements**

#### **A. Education**

- A Master Degree preferably in Communication, Journalism, Public Administration, Economics, International Development, Political Science, or International Relations or related field.
- A First University degree in combination with a minimum of seven (7) years' qualifying experience, may be accepted in lieu of the advanced university degree.

#### **B. Experience**

- A minimum of five (5) years of hands-on experience in communication, public relations, outreach and any other related fields that aligns job described functions is required.
- Demonstrated experience in successfully leading, managing and supervising large communication teams.
- Proven experience in effectively devising and executing communication strategies at a regional level, spanning multiple countries and cultures.
- Experience developing impactful communication strategies and campaigns. (for example managing communications in crisis contexts, political complexities, fragile social contexts)
- At least two years of experience in the Latin America and the Caribbean (LAC) region.

Desired qualifications (none of the below limit candidates eligibility)

- o Expertise in impact communication and storytelling proficiency.
- o Work experience in the LAC region with a well-established proficiency in cultivating relationships and strategic alliances with top-tier regional media outlets and/or editors.
- o Knowledge and experience with United Nations agencies, government, international cooperation, international organizations and / or multinational companies.
- o Strong commitment to advancing sustainable development goals and improving lives to live no one behind.
- o Experience leading communications teams across countries

### C. Languages

- o Fluency in Spanish and English is required.
- o Knowledge of French or Portuguese is desirable.

## 5. Competencies



Develops and implements sustainable business strategies, thinks long term and externally in order to positively shape the organization. Anticipates and perceives the impact and implications of future decisions and activities on other parts of the organization.



Treats all individuals with respect; responds sensitively to differences and encourages others to do the same. Upholds organizational and ethical norms. Maintains high standards of trustworthiness. Role model for diversity and inclusion.



Acts as a positive role model contributing to the team spirit. Collaborates and supports the development of others. Acts as positive leadership role model, motivates, directs and inspires others to succeed, utilising appropriate leadership styles



Demonstrates understanding of the impact of own role on all partners and always puts the end beneficiary first. Builds and maintains strong external relationships and is a competent partner for others (if relevant to the role).



Efficiently establishes an appropriate course of action for self and/or others to accomplish a goal. Actions lead to total task accomplishment through concern for quality in all areas. Sees opportunities and takes the initiative to act on them. Understands that responsible use of resources maximizes our impact on our beneficiaries.



Open to change and flexible in a fast paced environment. Effectively adapts own approach to suit changing circumstances or requirements. Reflects on experiences and modifies own behavior. Performance is consistent, even under pressure. Always pursues continuous improvements.



Evaluates data and courses of action to reach logical, pragmatic decisions. Takes an unbiased, rational approach with calculated risks. Applies innovation and creativity to problem-solving.



Expresses ideas or facts in a clear, concise and open manner. Communication indicates a consideration for the feelings and needs of others. Actively listens and proactively shares knowledge. Handles conflict effectively, by overcoming differences of opinion and finding common ground.

## 6. Signatures

Incumbent		
Name	Signature	Date
Supervisor		
Name	Signature	Date