I. Position Information

Position code: UNALA-CYEO

Duty Station: Yogyakarta at UNALA Secretariat Office

Recruitment: Indonesia Nationality

Duration of Assignment: 1 March until 31 December 2015, with the possibility of extension subject to the satisfactory performance and availability of fund

Direct Supervisor: Business Development Manager

Condition: Individual Consultant Contract

II. Summary

Under the overall guidance of the UNFPA Representative and under the direct supervision of the National Programme Officer (NPO) for Youth and ASRH in UNFPA, the Communication and Youth Engagement Officer of ASRH Services Model Development in Yogyakarta is expected to assist with tasks related to demand creation activities. The NPO will facilitate collaboration and coordination activities with UNFPA and local counterparts – most especially the Youth Networks and Health Care Providers in Yogyakarta.

Responsible for managing marketing, advertising and promotional activities as well as focusing on engaging young people in ASRH related issues. Takes steps to measure, enhance, and enrich the position and image of a company through marketing and branding goals and objectives. The Communication and Youth Engagement Officer works with the UNALA staff in Yogyakarta, reporting directly to the Business Development Manager that is based in Yogyakarta (see the organization map).

Jobs Description

1. Assist the Business Development Manager in develop business and marketing plan to achieve existing business and marketing objectives.
2. Ensure that implementation of the marketing and communication strategy is in accordance to the agreement; and provide day to day report to the Business Development Manager.

3. Expand product solutions and offerings.

4. Prepare marketing strategies alongside other staff.

5. Analyse market trends and recommend changes to marketing and business development strategies based on analysis and feedback.

6. Develop detailed Communications Campaign plans

7. Identify Communications Tools

8. Oversee creation and delivery of press releases, advertisements, and other marketing materials.

9. Design Campaign elements including print ads and publications, through subcontracts if necessary.

10. Ensure brand messages are consistent.

11. Develop key messages for users which will be the basis for IEC and BBC material development.


13. Nurture and enrich all external perceptions of the company and growth of market share.

14. Maintain social media and website presence regularly with up to date and relevant information.

15. Engage consumers on social media.

16. Deepen relationships with all media to ensure the most effective messaging and positioning of the organization.

17. Lead all areas of content generation and production across all media platforms.

18. Engage other organizations within the community, including youth networks.

19. Collaborate with technical officer and sourcing to develop strategic partnership activities and implement the execution framework and strategic plan on identified opportunities.

20. Develop systems to monitor communications effectiveness.

21. Ensuring active engagement of the youth network through various communication mechanisms and involvement opportunities including outreach, peer educators or counsellor.

22. Develop strategies and tools for ongoing youth engagement in the project implementation.

23. Promoting the clinics among youth and facilitating youth access to the clinics (which are members of the network).

III. Qualifications/Requirements:

1. Bachelor degree in a social, communication, public relation related discipline.

2. Minimum 3 years of professional experience in managing communication project, preferably related to sexual and reproductive health and/or young people.

3. Understanding of the key issues of Indonesian sexual and reproductive health and young people, and knowledge of the health care system in Yogyakarta is an advantage.

4. Knowledge of social franchising, especially in Indonesia, is preferable.

5. Excellent planning, organizational and facilitating skills including the ability to meet deadlines and manage competing priorities.

6. Demonstrated experience in Microsoft Office systems including word processing, Outlook, Excel and PowerPoint.

7. Ability to work as a member of a team and independently with minimal supervision.

8. Ability to communicate with stakeholders from a range of professional and civil society backgrounds.

9. High level of written and verbal communication skills in both English and Bahasa, including report writing.
HOW TO APPLY
Interested candidate should send their application letter, UN Personal History (P11) Form and updated CV to: upersonnel@unfpa.org with the Position Code as subject of the email

- There is no application, processing or other fee at any stage of the application process.
- Only short-listed candidates will be contacted.
- UNFPA does not solicit or screen for information in respect of HIV or AIDS and does not discriminate on the basis of HIV/AIDS status.