



**UNITED NATIONS DEVELOPMENT PROGRAMME  
RWANDA  
JOB DESCRIPTION**

**I. Position Information**

Job Title: Head of Communication / Communications Analyst Department: UNDP/RBA Reports to: Resident Representative	Grade Level: NOB Bureau: RBA/Rwanda Direct Reports: Supervises, 1 G6, 2 UNVs and other temporary support staff.	Position Number: <b>00051623</b> Position designation: with mobility requirement, non-rotational Duty Station: Kigali, Rwanda
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Career Track: Professional/Expert  
Career Stream: Communications and Strategic Management  
Contract Modality: FTA Local  
Contract Duration: 2-year Renewable

**II. Background and Organizational Context**

This role is a direct response to UNDP's new business model in Rwanda. The Country Office is seeking to accelerate solutions to society's biggest problems as well as elevate the ideas, impact and knowledge of underrepresented people, including women, youth, people living with disabilities. We are seeking to connect with these leaders through our communication efforts and to channel the best new ideas and experts directly to media gatekeepers across all platforms

We believe in the power of conversations to effect change across societies and are redesigning our communication efforts to use the tools of the internet, the power of partnerships and the power of individual stories and storytelling to change societies.

Through its portfolio, the CO has tailored localized integral solutions to specific sustainable development issues and is defining methodologies and toolboxes to deploy and escalate them across the country. This strategy requires excellent programme management and an organizational structure that reinforces the entire programming life cycle including planning, implementation, oversight, monitoring and evaluation, communications, and efficient operations. But it's also anchored in effective communication.

This role is therefore central to profiling country office programs and positioning UNDP as a partner of choice in delivering Rwanda's National Strategic Plan as well as on Agenda 2030.

**III. Position Purpose**

To ensure stronger and effective communications of its work in the above areas, UNDP Rwanda is looking to recruit a Communications Analyst to support promotion, marketing and positioning its work at the national, continental and global levels, while at the same time providing strategic communications guidance and messaging to the communications team and the senior management team.

In this context and under the guidance and direct supervision of the RR the Communications Analyst implements the corporate communications strategy, designs, manages and facilitates the implementation of the Office communications and publication strategies with a view to influence the development agenda, to promote public and media outreach and to mobilize political and financial support for UNDP Rwanda.



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The Communications Analyst leads the communications efforts of the office and has a strong regular working relationship with the UNDP global Communication team. The Communications Analyst also works in close collaboration with the Programme Teams, the Digital Office teams, staff of other UN Agencies, UNDP Communications Group staff (Communications Adviser and HQ) and Government officials, international and local media, subject matter experts, multi-lateral and bi-lateral donors and civil society ensuring successful communication strategy implementation.

Communications Analyst supervises the Communications Team and endeavors to facilitate and provides capacity to programme staff on communication strategies that benefit and promote their thematic interventions and activities and enhances the visibility of UNDP.

**IV. Key Duties and Accountabilities**

In this section list up to five primary functions/accountabilities of the position (Typically one sentence each) and examples of duties that must be performed to successfully accomplish key responsibilities.

**1.) Planning and design of internal and external strategies for communications and outreach**

<i>Example of Duties:</i>	<ul style="list-style-type: none"> <li>• Conduct of communications needs assessments for CO (projects, country programme and corporate change initiatives, etc.).</li> <li>• Analysis of requirements and synthesis of proposals, including service infrastructure and analysis of strategic positioning, analytics, and equipment, for elaboration of the CO communications and outreach strategy based on corporate strategic priorities and the UNDP External Communications Action Plan.</li> <li>• Analyzes and understands trends pertaining to the political and social landscape and reports to RR in weekly sessions in cooperation with the Senior Management Team. Assesses leadership on weekly messaging and ensures that main message is maintained.</li> <li>• Understands the needs of different crucial national and local audiences and knows how to adapt the substantive work to the communication needs of UNDP's clients</li> <li>• Development/production of communication and advocacy instruments and materials for marketing and awareness-raising campaigns, including briefing materials and media materials in coordination with the supervisor.</li> <li>• Develops and synthesizes proposals for project formulations to integrate advocacy and communication strategies into all aspects of UNDP's development programme.</li> <li>• Supports the Development and expansion of UNDP Rwanda's comprehensive internal and external communications strategy, prioritizing engagement, content, usability, interactivity, and design, while identifying and responding to new and emerging opportunities and platforms.</li> <li>• Supports in coordination of the UNDP Rwanda's digital strategy development and Implementation.</li> <li>• Serves as focal point for UNDP Rwanda interaction with the United Nations communications network and the local and international media in key target countries to increase the visibility and impact of UNDP Rwanda services.</li> <li>• Provides timely analytical information, research on emerging issues, and coherent policy inputs.</li> <li>• Provides substantive inputs, communications, planning and editorial support to Office's activities,</li> <li>• Prepares inputs for the UNDP Rwanda communications work programme determining priorities and allocating resources for the completion of outputs and their timely delivery.</li> <li>• Develops and synthesizes proposals for project formulations to integrate advocacy and communication strategies into all aspects of UNDP's development programme.</li> <li>• Implementation of the internal communication strategy to allow for an uninterrupted flow of</li> </ul>
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	<p>information while reinforcing UNDP's high-performance culture and values</p> <ul style="list-style-type: none"> <li>• Represents and leads UNDP's contributions to the UN Country Team's communications strategies</li> <li>• Reinforce the linkages between partnerships and resource mobilization through the use communication tools and strategies.</li> <li>• Create and implement a new plan of a new team of communication team to give cross-unit guidance on how to communicate, tap new resources and partnerships</li> </ul>
<p><b>2.) Supervises the design and maintenance of the UNDP Rwanda web site, intranet, and advises on web-based knowledge management system</b></p>	
<p><i>Example of Duties:</i></p>	<ul style="list-style-type: none"> <li>• Prepares/creates content for the web sites and social media platforms ensuring consistency of the materials.</li> <li>• Management of the office websites based on corporate requirements in cooperation with the ICT staff.</li> <li>• Preparation of the content for the websites and social media platforms to ensure consistency of the materials and messaging.</li> <li>• Draft and or/ edit a range of materials, including speeches, press releases and advisories, news briefs, fact sheets for inclusion in media kits and further public outreach.</li> <li>• Supervision of the design and maintenance of the office web sites based on corporate requirements in cooperation with the ICT staff.</li> <li>• Develops social media platforms and oversees the maintenance and updating.</li> <li>• In collaboration with HR and MSU, be key enabler for the design, implementation and maintenance of a functioning knowledge management system used across all units.</li> <li>• Facilitates UNDP Rwanda's multilingual online presence, ensuring solid editorial content and increased use of multi-media tools.</li> <li>• Provides input regarding the global UNDP Rwanda website growth and enhancement.</li> <li>• Provides communication advice and inputs to web-based knowledge management systems</li> </ul>
<p><b>3.) Support development of communication products</b></p>	
<p><i>Example of Duties:</i></p>	<ul style="list-style-type: none"> <li>• Supports the creation, promotion and maintenance of public information campaigns on issues relating to UNDP Rwanda activities, including on the Sustainable Development Goals, UN Reform, etc. in association with other staff from the Office.</li> <li>• Contributes to the development of close contacts with government officials, multilateral and bilateral donors, civil society and private sector for implementation of the communications strategy, organization of roundtable discussions, press conferences, project visits, briefing sessions, interviews, launches, etc.</li> <li>• Develops partnerships with and access for journalists to subject-matter experts and UNDP Rwanda spokespeople.</li> <li>• Contributes to the advocacy and promotion of UNDP Rwanda mandate, mission and purpose with the view to position UNDP and achieve increased coverage and understanding of the UNDP Rwanda's work globally or practice areas through development and maintenance of media contacts and providing newsworthy information to the public, partners and donors. Management, promotion and dissemination of corporate advocacy materials for launching flagship initiatives and publications.</li> </ul>
<p><b>4.) Facilitation of knowledge building and management on communication</b></p>	



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<p><i>Example of Duties:</i></p>	<ul style="list-style-type: none"> <li>• Supports coordination within United Nations, interactivity and teamwork to improve coherence.</li> <li>• Identification and synthesis of best practices and lessons learned directly linked to UNDP Rwanda goals and activities on communications.</li> <li>• Monitor practices, and project-specific news and developments in order to ensure guidance to the office that reflects the best and most current available information.</li> <li>• Provides sound contributions to knowledge networks and communities of practice including corporate communications repositories.</li> <li>• Organization and provision of training, consultancy and advice to UNDP Rwanda staff on internal and external communications.</li> </ul>
<p><b>5.) Effective management of the communication effort of the country office</b></p>	
<p><i>Example of Duties:</i></p>	<ul style="list-style-type: none"> <li>• Coordinates the creation, packaging and distribution of key UNDP Rwanda messages and communications products.</li> <li>• Recommends enhancements to all internal and external UNDP Rwanda communications instruments.</li> <li>• Effective management of the Communications efforts and initiatives, including preparation of the work-plan, management of translations and contractual matters.</li> <li>• Coordination of the provision of digital support to regional offices and teams to fully leverage stories, multimedia, blogs, and other sources for content.</li> <li>• Maintains UNDP Rwanda's commitment to making information available in a transparent, accessible way</li> </ul>
<p><b>6. ) Corporate Advocacy and Outreach Support</b></p>	
<p><i>Example of Duties:</i></p>	<ul style="list-style-type: none"> <li>• Promotion and dissemination of corporate advocacy materials for launching flagship initiatives and publications, such as the Human Development Report.</li> <li>• Helping to promote the outcomes of the Accelerator Lab within UNDP and with stakeholders in the country, as well as HQ and the wider AccLab community</li> <li>• Promotion and maintenance of public information campaigns on issues including UNDP activities, Sustainable Development Goals, and UN Reform</li> <li>• Provision of support to programme teams in reporting.</li> <li>• Preparation/Review and dissemination of newsletter to donors, donor reports, and civic education and community awareness, where appropriate, to support projects.</li> </ul> <p><b>Launches and campaigns</b></p> <ul style="list-style-type: none"> <li>• Promotion and maintenance of public information campaigns on results of SDGs</li> <li>• Packaging and submission of programme initiatives for donor review in collaboration with programme staff and supervisor.</li> </ul> <p><b>Outreach</b></p> <ul style="list-style-type: none"> <li>• Maintenance of increased coverage and understanding of the UNDP's work in the country or practice area through regular media contacts and provision of newsworthy information to national public and, where possible, donors.</li> <li>• Organization of roundtable discussions, press conferences, briefing sessions, interviews, launches, etc.</li> <li>• Ensured briefings of journalists in collaboration with the governance cluster. Ensured access for journalists to subject matter experts on other thematic areas within the country office.</li> <li>• Forging of a "One UN" image through publicizing the significance of local UN reform efforts, joint programmes, common services. Organization and implementation of joint UN information campaigns (UN Day, World AIDS Day, etc.)</li> <li>• Drafting/production of regular newsletter to donors.</li> <li>• Preparation of donor reports, civic education and community awareness where appropriate to support projects</li> <li>• Public information</li> </ul>



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- Effective responses to inquiries for public information materials.

Supervisory/Managerial Responsibilities: Supervise the UNDP Rwanda website and other social media products and vendors. Supervises Communications Unit staff

**V. Requirements:**

In this section, describe the qualification requirements of the position.

**Education**

- Master's degree or equivalent advanced university degree in communications, media studies, journalism, international relations, development or related fields OR bachelor's with 4 years of relevant experience at the national or international level in public relations, communications or advocacy or similar environment

**Experience, Knowledge, and Skills**

- Master's Degree with 2 years or bachelor's with 4 years of relevant experience at the national or international level in public relations, communications or advocacy or similar environment
- Proficient in English and Kinyarwanda is a requirement. Working knowledge of French is an asset
- Proven analytical and strategic thinking required/ Proven experience in analysis of digital content and external platforms as well as social media presence (e.g., human-interest stories, photography, video, animations, Facebook, twitter accounts etc.) is required
- Proven knowledge of use of social media tools, infographics, use of video, for social change required.
- Good Knowledge/experience with blogging and social media will be an asset.
- Sound knowledge and experience on interagency branding an asset.
- Previous experience with a multilateral or international organization is asset.
- Good knowledge and experience in handling of professional communications software packages and web-based management systems is an asset e.g. (web design software, adobe suite creative, Obs studio, etc.)

**(Please do not duplicate what has been covered in the responsibilities & competency section)**

**Language requirements** (Required / Desired) Excellent communication skills, both spoken and written in English required. Fluency in another UN language strongly desirable Extent

**Expected Demonstration of Competencies**

**Core**

<b>Achieve Results:</b>	LEVEL 2: Scale up solutions and simplifies processes, balances speed and accuracy in doing work
<b>Think Innovatively:</b>	LEVEL 2: Offer new ideas/open to new approaches, demonstrate systemic/integrated thinking
<b>Learn Continuously</b>	LEVEL 2: Go outside comfort zone, learn from others and support their learning
<b>Adapt with Agility</b>	LEVEL 2: Adapt processes/approaches to new situations, involve others in change process
<b>Act with Determination</b>	LEVEL 2: Able to persevere and deal with multiple sources of pressure simultaneously
<b>Engage and Partner</b>	LEVEL 2: Is facilitator/integrator, bring people together, build/maintain coalitions/partnerships



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<b>Enable Diversity and Inclusion</b>	LEVEL 2: Facilitate conversations to bridge differences, considers in decision making
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**People Management (Insert below standard sentence if the position has direct reports.)**

UNDP People Management Competencies can be found in the dedicated [site](#).

**Cross-Functional & Technical competencies (insert up to 7 competencies)**

<b>Thematic Area</b>	<b>Name</b>	<b>Definition</b>
<b>External Relations and Advocacy</b>	Event planning and execution	Ability to plan, manage and execute of public and private events to ensure that they support and amplify individual communications and advocacy initiatives, as well as UNDP's overall brand and mandate.
<b>Business Development</b>	Knowledge Generation	Ability to research and turn information into useful knowledge, relevant for content, or responsive to a stated need
<b>Business Management</b>	Communication	Ability to communicate in a clear, concise and unambiguous manner both through written and verbal communication; to tailor messages and choose communication methods depending on the audience Ability to manage communications internally and externally, through media, social media and other appropriate channels
<b>Communications</b>	Brand & quality management	Ability to position a UNDP brand and uphold it to a high level of quality
<b>Communication</b>	Crisis and reputational risk	Ability to prepare for and respond to potential issues that may negatively impact UNDP's reputation
<b>Communications</b>	Campaign management	Ability to produce and implement communications and advocacy campaigns which lead to impactful change
<b>Communications</b>	Media Relations	Ability to develop media relations across all aspects of media work including relationships with media and preparing media materials such as messages
<b>Communications</b>	Multimedia writing/editing	Ability to create and/or edit written content for multimedia
<b>Communications</b>	Web and social media analytics	Ability to analyse and interpret data and statistics to measure web and social media performance
<b>Digital &amp; Innovation</b>	Data storytelling and communications	Skilled in building a narrative around a set of data and its accompanying visualizations to help convey the meaning of that data in a powerful and compelling fashion.

**VI. Keywords**

List 3-5 most important skills from competencies required for the position – limited to 1-3-word descriptions – that will help inform workforce planning of critical skill supply and demand.

- Strategic Communications
- Partnership Development
- External Relations and Advocacy

**NB: Women candidates and persons with disability are encouraged to apply.**

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Name	Signature	Date
Supervisor/ Resident Representative		
Name	Signature	Date
Resident Representative		