Call for Expression of Interest

Post Title: Senior Communications Specialist
Duty Station: Riyadh, Kingdom of Saudi Arabia
Reference: UNWTO/HHRR/CFE/23/TMIC/2021
Start Date: As soon as possible
Area/Type: I/5B
Department: Tourism Market Intelligence and Competitiveness
Duration: 12 months
Contractual Status: Service Contract
Deadline for Applications: 09 April 2021

DUTIES AND RESPONSIBILITIES

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

UNWTO is currently looking for a Senior Communications Specialist for its Tourism Market Intelligence and Competitiveness Department (Tourism and Rural Development area) in its future Regional Office in the Kingdom of Saudi Arabia. The department is responsible for providing knowledge and strategic guidance to support tourism destinations and the sector at large, to become more competitive and improve destination management through efficient policies and governance.

Under the supervision of the Chief, Tourism Market Intelligence and Competitiveness Department and the day-to-day guidance of the Coordinator, Tourism Market Intelligence and Competitiveness (Tourism and Rural Development), the incumbent performs the following duties:

1. Supports the overall communication and outreach of the activities of the area of tourism and rural development;
2. Maintains and expands media relations to increase production and delivery of information communications products and services in order to position UNWTO work in tourism and rural development as well as the role of tourism in rural development overall;
3. Provides specialized assistance in the production and delivery of communications products and services, particularly aimed at online communications;
4. Oversees the day-to-day outreach activities and contributes to content production to ensure appropriate branding in line with the UNWTO Communications Priorities and Strategy; undertakes proactive call and directs mail initiatives; produces a wide range of promotional products;
5. Gathers data on the impact, audience and end-users of UNWTO communication products in this area; provides public information services to request of materials;
6. In coordination with team members, participates in the planning and execution of live content or recording of content as well as collection of content from partners and project participants;
7. Assists in the electronic dissemination of programmes; drafts and edits content; researches various information sources for relevant materials and cross-checks information with author offices as required; monitors media presence and impact;
8. Manages and updates internal databases, landing pages and other online outlets; generates a variety of reports from information obtained through different sources;
9. Coordinates with diverse stakeholders and the media to highlight and publicize key events; handles administrative coordination in support of special programme activities;

10. Performs other related duties as required.

REQUIREMENTS

**Academic**
University degree in communications, public relations, journalism or in a field related to the activities of the unit; a university degree in another discipline may be accepted in lieu if it is pertinent to the requirements of the post and in combination with relevant professional experience;

**Experience**
- Minimum of five years of progressively responsible professional experience in the area of communications, public relations or a field related to the activities of the department;
- Experience in production and dissemination of information communication products and services on any social media platform is a strong asset;
- Experience in planning and executing live content or recording content is desirable.

**Languages**
- Fluency in English or Arabic is essential, with an excellent command of the other;
- Good working knowledge of another of the official languages of the Organization (Chinese, French, Spanish or Russian) is an asset.

**Computer Skills**
- Computer literacy in Microsoft Office software and Windows 10.
- Proficiency in the production of materials for social media (videos, infographics, etc.)

**Other Skills and Competencies**
- Ability to research, select, organize and summarize information;
- Excellent networking skills;
- Excellent communication skills and ability to draft and edit documents;
- Ability to work under minimum supervision;
- Excellent planning and organizational skills, including priority setting;
- Knowledge in the different communication tools;
- Knowledge of international media, social media tools and applications;
- Flexibility, tact and discretion;
- Understanding and ability of effective outreach and monitoring;
- Ability to work harmoniously with people in an international environment;
- Previous experience in the United Nations or another international organization would be a strong asset.

**Remuneration and Other Conditions**
The monthly remuneration of the selected candidate would be in the base range of SAR 18,000 – SAR 24,000, depending on previous professional experience, skills and competencies. The Service Contract holder will be affiliated to the UNWTO health insurance plan (co-shared scheme in conformity with the Organization’s procedures). The Organization will contribute 13% of the aforementioned monthly remuneration to the individual’s pension scheme.

**Application Procedure**
Interested applicants are requested to complete the [Online UNWTO Personal History Form](#). Please note that UNWTO will only accept applications received through our web-based system. Applications sent by other means (e.g. post, email, etc.) or received after the deadline indicated above, will not be taken into consideration.

- As per UNWTO’s policy on contractual mechanisms, the maximum length of service for Service Contracts shall be limited to three years, extendable on an exceptional basis up to a total of four years;
- Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful;
- Short-listed candidates may be asked to take a competitive exam and/or interview as part of the final phase of the selection process. These candidates will be contacted directly for this purpose;
- There is no guarantee either that the initial contract will be renewed or that a career appointment within UNWTO will subsequently be offered. Any extension beyond the advertised duration is subject to the availability of funds and necessities of service.