VACANCY NOTICE

The Mission of WHO is the attainment by all peoples of the highest possible level of health.

Vacancy Notice No: WCO-SRL-2023/01
Title: National Consultant – Communication
Contract type: Special Services Agreement
Duration of contract: 12 months

Date: 27 January 2023
Deadline for application: 15 February 2023
Grade: NO-B
Organization unit: Country Office for Sri Lanka

Introduction:

The World Health Organization in Sri Lanka is the steadfast intergovernmental organization in the UN system representing as the coordinating authority for health issues in the country.

Our goal
"To support the people of the country to attain the highest level of health through strengthening of the health system on the principles of equity, fairness and responsiveness with emphasis on the poor and marginalized."

WHO Core Functions are:
- Providing leadership on matters critical to health and engaging in partnerships where joint action is needed
- Shaping the research agenda and stimulating the generation, translation and dissemination of valuable knowledge
- Setting norms and standards, and promoting and monitoring their implementation
- Articulating ethical and evidence-based policy options
- Providing technical support, catalyzing change, and building sustainable institutional capacity
- Monitoring the health situation and assessing health trends

Objectives of the Consultancy:

The World Health Organization Sri Lanka is looking for a consultant to provide communications support to all teams in the WHO Country Office, Sri Lanka (WCO-SRL). The position will work closely with all relevant internal and external staff, including WHO staff across levels, other UN organization staff, Ministry of Health and Indigenous Medical Services (MoHIMS) staff, and other private and non-profit organization staff, as needed. The objective of the communications unit is to inform the public of WCO-SRL's work and to convey complex health-related information in an easily understandable format using accessible language.
Background:

WHO, as the directing and coordinating authority on international health within the United Nations, strides towards a world where all people attain the highest level of health and its mission is to promote health, keep the world safe and serve the vulnerable. WHO’s work in Sri Lanka is based on the country’s need for support in implementing its national health policies, strategies and plans to address key health issues and fulfill its commitment to the WHO constitution and other international health laws and treaties. WHO is committed to saving lives and protecting health in times of crisis caused by outbreaks and pandemics.

Within the day-to-day supervision of the Public Health Administrator and under the general guidance of the WHO Representative for Sri Lanka, and in close consultation with the WCO country team, the national consultant – Communications will work to create content for web and print mediums, coordinate with the Health Promotion Bureau and other related units to develop communication campaigns, and support the strengthening WCO-SRL’s capacity in communications and advocacy. The consultant is expected to work closely with relevant MoHIMS officials, WHO staff and UN staff; and will play a pivotal role in ensuring the implementation of the communication strategy and activities as planned; taking into account the changing environment and the need for cross sector collaboration.

Job Description:

The incumbent will have the following responsibilities:

Communication and Advocacy Plan

- Finalize and lead the implementation of the comprehensive Communication and advocacy plan for WCO, fully integrating a digital strategy. This includes defining target audience with differentiated strategies.

Content Creation (web and print)

- Proactively create editorial content (stories, photos, infographics, film, etc.) in cooperation with WCO technical officers; adapt for media pitching, web and social media, posting to respective channels; and support print production (design, editing, publishing)
- Facilitate responding to media inquiries, arrange interviews, and in collaboration with WCO staff develop speeches, talking points and messages
- Highlight WHO’s visibility, achievements, and success stories in communication products
- Create/design templates for ‘standard’ communication products

Social media coordination

- Coordinate the over-all implementation of the communication plan, including social media engagement strategy to ensure coherence of content across platforms
Website update and content management

- Manage WCO website on a weekly basis and work to continuously improve structure of the website; ensure key deadlines are met for the dissemination of time-sensitive content.

Health Promotion and Advocacy

- Coordinate with the Health Promotion Bureau and other related units to develop communication campaigns
- Support in strengthening WCO capacity in communications and advocacy, as necessary.

Perform any other related tasks as required.

Deliverables

1. WCO comprehensive Communication and advocacy plan finalised
2. WCO success stories in communication products documented
3. Templates for ‘standard’ communication products designed
4. Social media engagement strategy finalised
5. Web-stories and human impact stories developed
6. WCO staff capacity in communication and advocacy strengthened.

Recruitment Profile:

Education:

Essential

- Bachelor’s degree in journalism, marketing, social sciences, political sciences, English, communication or a related field

Desirable

- Post-Graduate Degree in Journalism, Public Health, Social Sciences, Political Sciences, English, Mass Communication or related field

Experience:

Essential

- A minimum of two years of relevant experience in the field of communication, social marketing and/or health promotion and demonstrated success in a communication role

Desirable

- Exposure to international development and familiarity with the UN system is an advantage
Language Skills:
- Excellent written and spoken English and representational capacities
- Fluency in either of the national languages Sinhala or Tamil

Competencies:
- Producing results
- Teamwork
- Respecting and promoting individual and cultural differences
- Communicating in a credible and effective way
- Ensuring effective use of resources

Annual Salary & others Benefits:

Annual Salary
- Annual salary will be based on Professional Staff Local Salary pay band

Others Benefits
- Health Insurance; Accident and illness insurance through Cigna Insurance
- Annual Leave – 30 days per year
- Sick Leave – 7 days per year
- WHO Holidays

Special Requirement
- Availability to start work in two weeks from selection

NOTE:
1) Qualified Candidates will be evaluated and interviewed.
2) Applicants should send a brief Resume of their relevant experience, explaining reasons for being suitable of the activity, together with duly completed Personal History Form (PHF) and scanned copies of educational certificates.
3) Please send your applications only via email to: ragelk@who.int
4) We regret that due to large volume of applications normally received, applications cannot be acknowledged individually.
5) This vacancy is open to all Sri Lankan Nationals (all genders). Qualified female candidates are encouraged to apply

"WHO is committed to workforce diversity". "Any attempt to unduly influence WHO’s selection process will lead to automatic disqualification of the applicant."

WHO has a smoke-free environment and does not recruit smokers or other tobacco users

Dr Alaka Singh
WHO Representative to Sri Lanka

27 January 2023