


# UN Women: Communications and Advocacy Officer, Colombo, Sri Lanka, N-PPSA-8, National Partner Personnel Service Agreement

Colombo, Sri Lanka

## JOB INFO

Job Identification	26324
Posting Date	05/08/2025, 02:31 PM
Apply Before	05/24/2025, 02:31 PM
Job Schedule	Full time
Locations	 Colombo, Sri Lanka
Agency	UN Women
Grade	NPSA-8
Vacancy Type	National Personnel Service Agreement
Job Function	Communications and Advocacy
Initial Contract Duration	12 months
Vacancy Category	Local Opportunities
Vacancy Timeline	2 Weeks

## JOB DESCRIPTION

### Background

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

The UN Women Sri Lanka office is aligned to the UN Women Regional Office for Asia and the Pacific. It focuses on six priority areas: increasing women's leadership and participation; ending violence against women; engaging women in all aspects of peace and security processes; enhancing women's economic empowerment; making gender equality central to national development planning and budgeting; and supporting inter-governmental processes, such as the Commission on the Status of Women (CSW) and CEDAW review processes.

Reporting to the Head of Office, the Communications and Advocacy Officer is responsible for assisting in the planning and implementation of the Office communications and advocacy strategies to increase the standing and awareness of UN Women with partners, the media and the public.

The Communications Officer works in close collaboration with the Programme, Operations and technical teams in the SL PPO, HQ/Regional communications teams, staff of other UN Agencies, Government officials, media, multilateral and bilateral donors and civil society.

### Duties and Responsibilities

#### 1. Plan and design communication and outreach/advocacy strategies and plans

- Prepare and conduct communication needs assessments for the Sri Lanka Programme Presence Office, including projects, programmes and corporate change initiatives;
- Analyze requirements and synthesize proposals for elaboration of communication strategies; ensure gender perspective;
- Integrate communication, advocacy and outreach strategies into proposals for project/programmes and other initiatives;
- Monitor and analyze print and social media and draft reports;
- Coordinate in-country UN Women/ UN system corporate and local campaigns and special events;
- Represent UN Women in the UN Communications Group and support the development and implementation of joint UN advocacy initiatives on GEWE.

#### 2. Coordinate and implement the development and dissemination of advocacy materials in the country

- Develop and produce communication instruments and materials, including briefing materials, press releases, and drafts of articles, and manage its dissemination;
- Identify and propose information opportunities, activities, approaches and platforms and partners;
- Promote and disseminate corporate advocacy materials for launching flagship initiatives, publications, and campaigns;
- Manage the translation/adaption/rewriting of information received, printing and dissemination of publications and audio-visual materials;
- Follow guidelines from HQ and RO.

#### 3. Coordinate media relations for the Sri Lanka Programme Presence Office

- Manage relationships with press in country; maintain and update database of relevant press;
- Respond to a variety of inquiries and information requests; prepare related correspondence;
- Organize roundtable discussions, press conferences, and briefing sessions for press, as required;
- Draft talking points.

#### 4. Build and maintain partnerships and maintain relations with donors

- Identify and develop new communication partnerships and alliances to enhance visibility;
- Liaise with advocacy partners and undertake outreach to civil society organizations, governments, and other groups to ensure that newsworthy information reaches the public and donors;
- Provide inputs to packages for programme initiatives for donor review.

#### 5. Maintain the Programme Presence Office's web/ online presence

- Develop content for RO website (such as human-interest stories, photo essays etc.), including innovative platforms/tools;
- Support the management of dedicated websites developed for the NAP on WPS and the G7+ Working Group on WPS;
- Develop content for RO's social media accounts in line with corporate social media policy;
- Coordinate with the RCO to amplify UN Women content (global, regional and local, as required) on UN Sri Lanka website and social media platforms;
- Upload information to knowledge management system on a regular basis, including news, updates, and resources.

#### 6. Facilitate knowledge building and sharing

- Identify and synthesize best practices and lessons learned directly linked to programme country goals and activities;
- Provide training and workshops on communication and advocacy, as appropriate

#### 7. The incumbent performs other duties within their functional profile as deemed necessary for the efficient functioning of the Office and the Organisation.

### Competencies

#### Core Values:

- Respect for Diversity
- Integrity
- Professionalism

#### Core Competencies:

- Awareness and Sensitivity Regarding Gender Issues
- Accountability
- Creative Problem Solving
- Effective Communication
- Inclusive Collaboration
- Stakeholder Engagement
- Leading by Example

Please visit this link for more information on UN Women's Core Values and Competencies:

[https://www.unwomen.org/en/about-us/employment/application-process#\\_Values](https://www.unwomen.org/en/about-us/employment/application-process#_Values)

### FUNCTIONAL COMPETENCIES:

- Ability to communicate sensitively, effectively and creatively across different constituencies
- Good knowledge of web-based knowledge management systems
- Strong understanding and skills in production, graphic design and photography standards
- Good knowledge of social media platforms and experience in social media outreach
- Good knowledge of local country media landscape
- Excellent communication, presentation, networking and advocacy skills
- Ability to be strategic and analytical
- Knowledge of gender and human rights issues desirable
- Ability to work within a diverse team as well as carry out tasks independently;
- Strong planning and organizing skills with ability to identify priority activities and assignments and to use time efficiently;
- Strong problem-solving skills;
- Ability to take decisions and manage political/cultural sensitivities;
- Proficient IT skills.

### Required Skills and Experience

#### Education:

- Master's degree (or equivalent) in communications, public relations, journalism or relevant field is required
- A first-level university degree in combination with two additional years of qualifying experience may be accepted in lieu of the advanced university degree.

#### Experience:

- At least 1 year of professional work experience at national or international level in public relations, communications or advocacy;
- Experience in the use of social media;
- Experience in high-quality content development;
- Experience in developing and rolling out of advocacy campaigns;
- Experience in media relations is an asset;
- Experience in graphic design (Adobe InDesign, Illustrator, Photoshop or other relevant software) is an advantage;
- Familiarity with the UN system and UN Women's advocacy on GEWE is desirable.

#### Language Requirements:

- Fluency in English and Sinhala/Tamil is required;
- Knowledge of another official UN language is desirable (French, Arabic, Chinese, Russian or Spanish).

#### Statements :

In July 2010, the United Nations General Assembly created UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. The creation of UN Women came about as part of the UN reform agenda, bringing together resources and mandates for greater impact. It merges and builds on the important work of four previously distinct parts of the UN system (DAW, OSAGI, INSTRAW and UNIFEM), which focused exclusively on gender equality and women's empowerment.

#### Diversity and inclusion:

At UN Women, we are committed to creating a diverse and inclusive environment of mutual respect. UN Women recruits, employs, trains, compensates, and promotes regardless of race, religion, color, sex, gender identity, sexual orientation, age, ability, national origin, or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, competence, integrity and organizational need.

If you need any reasonable accommodation to support your participation in the recruitment and selection process, please include this information in your application.

UN Women has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UN Women, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. All selected candidates will be expected to adhere to UN Women's policies and procedures and the standards of conduct expected of UN Women personnel and will therefore undergo rigorous reference and background checks. (Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.)

**Note: Applicants must ensure that all sections of the application form, including the sections on education and employment history, are completed. If all sections are not completed the application may be disqualified from the recruitment and selection process.**