

ICMPD Job Profile

Communications Officer¹ - Corporate Communications

Functional Overview

As part of the Corporate Communications Unit (COMMS), the Communications Officer - Corporate Communications, is responsible for the implementation of ICMPD's communication processes and activities, including digital communications, as well as being the focal point for both corporate and project communication needs. S/he maintains a high quality of communications outputs, providing guidance and support to design and implementation of the development of new outreach initiatives, concepts, and visibility outputs in a variety of media, regularly assessing impact. Under the guidance of the Head of the Corporate Communications Unit, the Communications Officer contributes to the implementation of the communications strategy, facilitating outreach objectives to a wide range of target audiences. S/he is responsible for the digital engagement of and provides regular inputs to the 'ICMPD Communicators' working group and works in close collaboration with other COMMS team members and staff/personnel across the Organisation.

Key Results

Contributions to the Planning and Implementation of Communication Activities: ICMPD's corporate communications processes defined, monitored, and updated, in-line with desired results. Communications activities and initiatives planned and implemented in a timely, organised, and cost-effective manner, in-line with strategy and with clearly defined objectives for target audiences. Analysis regularly conducted on communication activities and initiatives, monitoring the impact and efficacy of messaging and of the organisation's website in line with ICMPD's mission. Competent support provided to the planning, creation, and execution of engaging content across social media platforms (e.g. Facebook, LinkedIn, X). Consultants and contractors recruited, contracted and their assignments monitored efficiently and regularly assessed in-line with objectives and alignment with ICMPD rules and regulations.

Support to ICMPD Projects, Events, and Initiatives: Effective working relationships developed and maintained across the organisation to facilitate awareness of activities, initiatives, and events requiring COMMS support. Guidelines and support tools developed and disseminated across ICMPD in an effective manner, with training and ongoing support effectively provided to ensure standardisation of cross-organisational standards. Support provided to development and implementation of communication plans in-line with COMMS guidelines and procedures. Planned and ad-hoc support provided in a timely and collegial manner with a focus on visual and promotional content (i.e. visibility items, info stands), and online content (i.e. social media posts, Dialogue newsletters, items, website texts and articles). Training and guidance provided to colleagues on digital best practices to support COMMS in ensuring consistent messaging and branding across all media platforms.

Support to Internal Communication: COMMS Internal and ICMPD-wide cross-unit workflows for various platforms (i.e. ICMPD This Week, Newsletter software, Website CMS, ICMPD Communicators Space, Editorial Calendars, and social media accounts) effectively established, monitored, and maintained. The 'ICMPD Communicators' working group effectively coordinated ensuring proactive knowledge-sharing and standard

¹ This profile is classified at IP2.

setting. Email marketing campaigns, including newsletters, event updates, and organisational announcements developed in support of high engagement rates and effective use of digital tools for staff engagement.

Contributions to Development Activities: Pro-active contributions provided to the development of new corporate communication concepts and potential resources based on a review of results and recording of best practices and lessons learned. Support provided to knowledge gathering, dissemination and knowledge building through corporate communication activities. The performance of digital communications efforts monitored with the use of analytics tools. Reports drafted highlighting progress with data gathered being fed into refinement of COMMS strategies and increase of audience engagement.

Required Expertise

- Ability to leverage communication tools and methodologies (such as online monitoring, web analytics, surveys, or other measurement tools) and to develop and analyse communication performance indicators.
- Capability to effectively manage communications strategies and implementation plans in complex international environments.
- Ability to effectively monitor media trends, analyse, synthesise, adjust, and calibrate information.
- Capability to adapt activities based on data-driven insights.
- Strong sense of diplomacy and tact.
- Capability to establish good working relations with internal and external stakeholders to ensure effective communication and coordination in the assigned area of work.

Qualifications, Experience and Language Skills

- Master's Degree related to the area of work or equivalent.
- Minimum of 3 years of experience in media relations, PR, or communications in an international context.
- Experience with online publishing and online content production, newsletter tools, digital storytelling video production, website, and social media management.
- Proficiency in the use of design software (e.g., Adobe Creative Suite) is considered an asset.
- Knowledge of HTML, SEO, and UX best practices is an asset.
- Experience of working on international issues in the area of migration is an asset.
- Solid organisational, drafting and communication skills.
- Proficiency in (verbal/written) English, proficiency in the language of the duty station is an asset.
- Proficiency in the use of standard IT tools and different content management software (CMS)
- Proficiency in the use of software such as Adobe Illustrator, Photoshop, and in design is considered an asset.