



**UNITED NATIONS
UNIVERSITY**

**LOCAL RECRUITMENT
(Tokyo, Japan)**

VACANCY ANNOUNCEMENT

**Media and Engagement Specialist
(Personnel Service Agreement - PSA)**

- Organisational Unit** : United Nations University – Institute for the Advanced Study of Sustainability (UNU-IAS)
- Reference Number** : 2021/UNU/IAS/PSA/MES/02
- Closing Date** : Open until the position is filled

About United Nations University:

The United Nations University (UNU) is an international community of scholars engaged in policy-oriented research, capacity development and dissemination of knowledge in furthering the purposes and principles of the Charter of the United Nations. The mission of UNU is to contribute, through research and capacity building, to efforts to resolve the pressing global problems that are the concern of the United Nations and its Member States.

For the past four decades, UNU has been a go-to think tank for impartial research on human survival, conflict prevention, sustainable development, and welfare. With more than 400 researchers in 12 countries, UNU's work spans the 17 Sustainable Development Goals' full breadth, generating policy-relevant knowledge to effect positive global change. UNU maintains more than 200 collaborations with UN agencies and leading universities and research institutions across the globe. For more information, please visit <http://unu.edu>.

United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS):

UNU-IAS is a UNU institute based at UNU Headquarters in Tokyo. The mission of UNU-IAS is to serve the international community through policy-relevant research and capacity development focused on sustainability, including its social, economic, and environmental dimensions. UNU-IAS builds on a strong tradition of UNU research and capacity development in Japan, undertaken in collaboration with a global network of professionals and scholars, particularly in Africa and Asia. For more information please visit <http://ias.unu.edu>.

Responsibilities

The Media & Engagement Specialist will promote UNU-IAS and its activities to raise visibility and impact. She/he will play a key role in implementing the communications strategy of UNU-IAS, with the overall goal of shaping, packaging, and delivering the institute's products and expertise to maximise impact, effect positive change, and drive further demand for UNU-IAS work.

As part of the UNU-IAS Communications team, the specialist will lead efforts to build new audiences and increase audience engagement, with a specific focus on increasing media coverage. The specialist will identify and capitalise on opportunities to raise the profile of UNU-IAS, and actively promote the institute's content to ensure its visibility and value for target audiences. This role will involve close cooperation with colleagues across UNU, particularly as part of an ongoing rebranding and website redevelopment initiative.

Working under the general supervision of the UNU-IAS Director, and the direct supervision of the Manager of the UNU-IAS Communications team, the Media & Engagement Specialist will:

Media Relations:

- generate high-quality domestic and global media coverage of UNU-IAS and its initiatives through proactive pitching and engagement with media outlets (including through media advisories, interviews, press conferences, feature stories, social media, etc.)
- build and manage relationships with journalists in print, broadcast, and online media outlets, as well as other key stakeholders in relevant fields
- secure and facilitate media interviews with UNU-IAS experts, and provide support including coaching, preparation of key messages, etc.
- conduct surveillance of relevant news cycles and social media topics to identify opportunities that align with UNU-IAS strategic priorities, and work with colleagues to capitalise on those opportunities in a timely manner

Engagement & Stakeholder Outreach

- lead active marketing efforts to promote UNU-IAS content, ensuring visibility and value for target audiences
- formulate strategies and tactics for engaging existing audiences and reaching new ones
- identify and engage influential organisations and individuals to amplify UNU-IAS work and outputs among their networks
- develop new tools and products for content marketing and promotion such as email newsletters
- contribute to planning and implementation of UNU-IAS campaigns targeting major international events and outputs, leading engagement efforts

Collaboration

- work closely with colleagues in UNU-IAS Communications and across the institute to shape newsworthy content and outputs, with hooks to inject them into timely events and conversations in the media
- organise and deliver media training for UNU-IAS academic experts and other personnel
- collaborate with colleagues across UNU and the UN system on joint initiatives, particularly those focused on media relations and audience engagement

Monitoring & Analytics

- use monitoring tools to measure and report on the efficacy of UNU-IAS media and engagement efforts, and to inform future strategy

Other

- conduct other duties as assigned

Required Qualifications and Experience:

- A master's degree or equivalent qualification in communications, journalism, sustainable development, environment, social sciences, international relations, or a related field. Equivalent experience in combination with a Bachelor's degree will be considered
- a minimum of 5 years of working experience in public information, journalism, international relations, public relations or related area is required, preferably in an international setting
- established relationships with influential reporters in relevant fields (environment, sustainability, international affairs, etc.) at leading media outlets
- excellent English reading, speaking, and writing skills. Ability in other official UN languages and/or Japanese is an advantage
- strong knowledge of communications and marketing theory and practice, including social media platforms
- familiarity with the UN system and current issues related to sustainability
- experience drafting public information materials (e.g., articles, press releases, website content, etc.) is required
- proven ability to efficiently manage a variable workload
- excellent computer skills and web literacy are essential. Experience using Wordpress, HTML, and/or the Adobe suite of creative products would be an advantage
- good team player with strong interpersonal skills, and a demonstrated ability to work in a multicultural environment with sensitivity and respect for diversity

Remuneration:

The successful candidate will be employed under a local PSA contract and no relocation allowances apply. UNU offers an attractive compensation package including a monthly salary in the range from JPY 413,167 to 456,417 per month commensurate with the experience and qualifications of the candidate. Benefits include 30 days annual leave and a health insurance scheme.

PSA holders are required to enroll in Japan's national social health care and pension insurance systems.

UNU is not liable for any taxes that may be levied on the remuneration you receive under this contract. Payment of any such taxes remains the sole responsibility of PSA holders.

Duration of Contract:

The duration of the initial contract is 1 year. This is Personnel Service Agreement (PSA) contract with UNU, with the possibility for renewal subject to requirements and satisfactory work performance. The combined duration on a PSA contract with UNU may not exceed six (6) years. The mandatory age of retirement for PSA is 65 years.

Starting Date: As soon as possible

Application Procedure:

Interested applicants should submit their applications online using the link through [Impactpool](#) and must upload the following:

- a cover letter setting out how the qualifications and experience match the requirements of the position (in English);
- a completed and signed [UNU Personal History \(P.11\)](#) form [downloadable from the UNU website](#). Please avoid using similar forms provided by other United Nations organizations; and
- a full CV in English
- a brief CV in Japanese

Assessment

Evaluation of qualified candidates may include an assessment exercise which may be followed by a competency-based interview, background checks and references.

Special notice

UNU does not sponsor a working visa for this position.

PSA holders do not hold international civil servant status nor are they considered a “staff member” as defined in the UN Staff Rules and Regulations.

UNU is committed to diversity and inclusion within its workforce, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons living with disabilities to apply and become part of the organization. Applications from developing countries, and from women are strongly encouraged. Eligible internal applicants are encouraged to apply.

UNU has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNU, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination.

Information about UNU rosters

UNU reserves the right to select one or more candidates from this vacancy announcement. We may also retain applications and consider candidates applying to this post for other similar positions with UNU at the same grade level and with similar job description, experience and educational requirements.

Scam warning

UNU does not charge any application, processing, training, interviewing, testing or other fee in connection with the application or recruitment process. Should you receive a solicitation for the payment of a fee, please disregard it. Furthermore, please note that emblems, logos, names and addresses are easily copied and reproduced. Therefore, you are advised to apply particular care when submitting personal information on the web.