LOCAL RECRUITMENT
Tokyo, Japan

VACANCY ANNOUNCEMENT

Japan Outreach Specialist
(Personnel Service Agreement - PSA)

Organisational Unit : United Nations University – Office of Communications
Reference Number : 2018/UNU/HQ/OC/PSA/JOS/94
Applications to : OCjob@unu.edu
Closing Date : Monday, 14 January 2019 at 17:00 JST

About UN University

For the past four decades, UNU has been a go-to think tank for impartial research on the pressing global problems of human survival, conflict prevention, development, and welfare. With more than 400 researchers in 13 countries, UNU’s work spans the full breadth of the 17 Sustainable Development Goals, 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.

About the Office of Communications

The Office of Communications (OC) at UNU Centre in Tokyo implements and oversees the UNU’s communications strategy, including web, visual identity, branding, media relations, and content development/delivery in English and Japanese. The OC works in collaboration with communication focal points across the University’s global network of institutes and programmes to best articulate and meet UNU communication goals.

Specifically, the OC:
• develops and maintains UNU’s core web platform, with input from institutes and stakeholders;
• employs social media channels to further the reach of UNU’s output;
• leads development of UNU’s brand/identity and guides its implementation and elaboration;
establishes the editorial tone and style for core communications outputs (such as the UNU website, Our World web magazine, annual report, and promotional and PR materials), and provides editorial guidance and support;

coordinates local and international media activities with press and media outlets, often in collaboration with focal points and partners;

Responsibilities

Working under the supervision of the Head of Communications, and in close cooperation with other Office of Communications staff, the Japan Outreach Specialist will:

Strategy

• Develop and implement a comprehensive media and stakeholder outreach strategy to raise the overall profile of UNU in Japan.
• Provide regular insight and advice to the Head of Communications on media and stakeholder relations opportunities in Japan.

Media Outreach

• Pitch UNU’s research, activities, and experts to Japanese journalists and media agencies (through press releases, media advisories, interviews, press conferences, feature stories, social media, etc.) to increase the positive coverage of UNU in Japanese media.
• Identify media opportunities in the Japanese market that align with UNU research areas and expertise, and work with relevant colleagues to capitalise on those opportunities.
• Seek out and facilitate media interviews with UNU personnel, and provide pre-interview assistance (coaching, preparation of key messages/background materials, etc.)
• Develop, maintain, and track relationships with high-value media representatives in Japan. Build and develop media lists for effective news dissemination.
• Monitor UNU media coverage in Japan and prepare/disseminate regular reports to internal and external stakeholders, including monthly and annual media coverage reports.
• Organise press events (press conferences, press briefings, 1-on-1 interviews) and develop/produce associated Japanese-language media kits.
• Promptly respond to media inquiries from Japanese outlets, representing UNU in a professional manner.

Stakeholder Outreach

• Identify opportunities, and propose strategies, for the UNU to get more involved in events, activities, and initiatives taking place in Japan.
• Develop and maintain a comprehensive UNU Japanese stakeholder list to enhance communication efforts. Help identify and engage with influential Japanese agencies/personalities who can amplify UNU’s work among their networks in Japan.
• Manage and grow UNU’s Japanese social media accounts on Twitter and Facebook. Propose additional platforms of potential use to UNU outreach efforts in Japan.
• Manage UNU’s website presence in Japanese on https://jp.unu.edu and https://ourworld.unu.edu/jp/. Ensure Japanese content is refreshed and up to date.
• Translate, where appropriate, English material into Japanese and coordinate English/Japanese translations. Edit and proofread Japanese content.
• Propose and facilitate the creation of UNU Japanese-language marketing materials as needed.
• Propose, develop, and coordinate UNU outreach events and activities in Japan as needed.
• Conduct other duties as assigned.
Required Qualifications and Experience:

- Exemplary Japanese and English reading, speaking, and writing skills
- Minimum 5 years of experience handling media relations in Japan
- Minimum 5 years of experience with stakeholder outreach efforts in Japan
- Strong knowledge of social media platforms and best practices
- Strong knowledge of communications and marketing theory and practice
- Detail-oriented, dependable and a team player
- Ability to collaborate with and motivate others in team settings

Applications from qualified women candidates are particularly encouraged.

Remuneration:

Remuneration commensurate with the qualifications and experience of the successful candidate.

Duration of Contract:

This is full-time employment on a twelve (12) month Personnel Service Agreement (PSA) contract with UNU, with the possibility for renewal subject to satisfactory work performance. The combined duration of appointments shall not exceed six (6) years.

This is a locally recruited post and no relocation allowances apply. The successful candidate will be employed under a local contract and will not hold international civil service status nor be a “staff member” as defined in the UN Staff Rules and Regulations.

Starting Date: As soon as possible.

Application Procedure:

Interested applicants should submit their application materials by email to OCjob@unu.edu

Applications must include the following:

1. Cover letters, one in English and one in Japanese, detailing how your qualifications and experience match the requirements of the position, and what specific contributions you can make to the organisation;
2. A curriculum vitae (resume) – please include links (or separate files) to any recent work that demonstrates your skills. This can include writing samples, website links, campaign materials etc.