



Call for Applications

ROWCA-HR-24-005-CFA

Consultancy IBSM Communication coordinator

Organizational Unit : IBSM -IBG unit
Duty Station : Dakar, Senegal
Type of Appointment: Consultancy
Duration : 3 months with Possibility of extension
Closing Date : 15-May-24

Nature of the consultancy: Communication coordinator, Category A Consultant

1. Project Context and Scope:

The International Organization for Migration, Regional Office for West and Central Africa established in 2023 an Integrated Border Stability Mechanism (IBSM) as a multilateral coordinating structure with the aim of strengthening cooperative border governance and security in areas strategically relevant for regional stability, with a particular focus on promoting cross-border cooperation between neighbouring states in the field of border security management. By improving coordination and cooperation among relevant national, regional, and international stakeholders, the IBSM aims at specifically supporting West African states, and development partners in facilitating joint action and executing regional and national strategies and policy frameworks in support of border stability.

The IBSM is managed by a secretariat, led by IOM in partnership with the United Nations Office for Counter Terrorism, the United Nations Office for Drugs and Crime and INTERPOL and will support the members of the IBSM in achieving their joint objectives.

2. Organizational Department / Unit to which the Consultant is contributing:

Under the direct supervision of the IBSM coordinator and in close coordination with the Communication Officers at the UNODC Programme Office in Côte d'Ivoire, IOM Regional office, UNOCT and Interpol offices, the IBSM communication officer will be responsible and accountable for managing the communications and visibility functions of the IBSM Secretariat and projects.

3. Category A Consultants: Tasks to be performed under this contract.

The National Communications Officer will play a crucial role in facilitating effective communication and promoting the objectives and achievements of the IBSM. The consultant will be responsible for developing and

implementing communication strategies, managing the IBSM's communication channels, and engaging with stakeholders to ensure the mechanism's message is conveyed accurately and consistently. This includes the following tasks:

1. **Communication Strategy:** update and implement the IBSM communication plans aligned with the IBSM project's goals and objectives. Evaluate target audiences, key messages, and appropriate communication channels for dissemination.
2. **Content Creation and Management:** Create engaging and compelling content for various IBSM organizations websites, social media platforms, newsletters, reports, and press releases. Ensure the content is accurate, timely, and aligned with the IBSM's messaging and branding guidelines, and ensure common communication messages are delivered by all project partners.
3. **Stakeholder Engagement:** Establish and maintain effective relationships with the IBSM staff, communication focal points from IOM UNODC, UNOCT and Interpol, donor, governments, partners. Coordinate and facilitate communication activities and provide capacity building where needed.
4. **Media Relations:** Develop and maintain relationships with international media outlets and support the IBSM secretariat in managing media relations. Proactively pitch project-related stories, respond to (international) media inquiries, and organize interviews. Monitor media coverage and prepare media reports.
5. **Digital Media Management:** Oversee the IBSM's digital presence by setting up social media accounts, websites and online campaigns for selected international, continental and regional days. Monitor and analyze social media trends, engagement metrics, and user feedback to improve online communication strategies.
6. **Monitoring and Evaluation:** Develop and implement mechanisms to measure the effectiveness of communication activities. Analyze data and feedback to assess the impact of communication strategies and identify areas for improvement.
7. **Branding and Visual Identity:** Ensure consistent application of the IBSM and its member organizations branding guidelines across all communication materials and implementing missions. Collaborate with the Graphic and Brand designer and other team members to develop visually appealing and impactful communication products.
8. Perform other duties as may be assigned.

This consultancy is at a fulltime basis, or the equivalent of 20 working days per month. The consultant will be based in the IBSM Secretariat office in Dakar, Senegal.

4. **Performance indicators for the evaluation of results**

At the beginning of each month, the communication officer, the communication focal points of the Secretariat members and the IBSM team discuss the workload for the upcoming month and update the planner. All deliverables (including source and print files) will be uploaded to a dedicated shared folder. The communication officer should keep the communication team involved and updated on ongoing and completed activities/projects, while coordinating directly with the IBSM Coordinator.

The deliverables set out in the monthly workplans are the main performance indicators for the consultancy, together with the correct implementation of the IBSM communication and visibility plan.

6. **Education, Experience and/or skills required.**

Education:

- Bachelor's degree in communications, Journalism, Public Relations, or a related field with four years of relevant professional experience.
- Master's degree in above or related field with two years of relevant professional experience.

Experience:

- Prior work experience in a communications role, preferably with international humanitarian organizations, non-government or government institutions/organization is an advantage.
- Excellent written and verbal communication skills, with the ability to tailor messages to diverse audiences.
- Strong storytelling and content creation abilities, with proficiency in producing engaging written, visual, and multimedia content.
- Experience in managing social media platforms, website content management systems, and digital analytics tools.
- Familiarity with media and donor relations, including pitching stories, press releases, and organizing media and donor events.
- Ability to work effectively in a multicultural and multidisciplinary team, with excellent interpersonal and networking skills.
- Proficiency in using communication tools and software, including graphic design software, video editing tools, and project management platforms.

Skills

- In depth knowledge of the broad range of migration related subject areas dealt with by the Organization; and,
- Knowledge of monitoring and evaluation techniques to measure communication effectiveness.
- Knowledge of rules and regulations for Programme management (including procurement).

Languages

Required

For all applicants, fluency in English and French is required (oral and written).

7. **Competencies**

Values

- **Inclusion and respect for diversity:** respects and promotes individual and cultural differences. Encourages diversity and inclusion.
- **Integrity and transparency:** maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- **Professionalism:** demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.
- **Courage:** demonstrates willingness to take a stand on issues of importance.
- **Empathy:** shows compassion for others, makes people feel safe, respected and fairly treated.

Core Competencies – behavioural indicators

- **Teamwork:** develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **Delivering results:** produces and delivers quality results in a service-oriented and timely manner. Is action oriented and committed to achieving agreed outcomes.
- **Managing and sharing knowledge:** continuously seeks to learn, share knowledge and innovate.
- **Accountability:** takes ownership for achieving the Organization’s priorities and assumes responsibility for own actions and delegated work.
- **Communication:** encourages and contributes to clear and open communication. Explains complex matters in an informative, inspiring and motivational way.

How to Apply:

Interested candidates are invited to submit their applications via email to recrutementdkr@iom.int indicating “ROWCA-HR-24-005-CFA” on the subject line, by 15 May 2024.

IOM only accepts applications with a cover letter not more than one page specifying the motivation for the application as well as a detailed resume/CV.

Only shortlisted candidates will be contacted.

Posting Period:

From 1-mai-24 to 15-May-24