



WORLD HEALTH ORGANIZATION • ORGANISATION MONDIALE DE LA SANTÉ

The mission of WHO is the attainment by all peoples of the highest possible level of health

Vacancy Notice No.: VN/CHN/2022/COMMS/005

Date: 17 March 2022

Title: Communications Specialist

Deadline for applications: 30 March 2022

Contract Type: Consultant

Duty Station: Beijing, China

Duration: 01 May – 31 December 2022

Planned start date: 01 May 2022

#### DESCRIPTION OF DUTIES:

The WHO Country Office in China views communications as a means to build and amplify public conversation around important health reforms and pave the way for more thoughtful and engaging dialogue with decision-makers about reform alternatives. The office engages in communications activities around key priorities within the Office’s work program – including health system reform; tobacco control and non-communicable diseases; strengthening regulatory systems for drugs, vaccines, and food safety; the “unfinished business” of infectious diseases such as hepatitis, tuberculosis, and HIV/AIDS. The office is also in the midst of a COVID-19 vaccine communications campaign.

In line with this approach, the WHO China Office is seeking to engage a **Communications Specialist Consultant** in a temporary position starting May 2022 to provide social media and graphic design support to the office, and conduct regular social listening, as the office implements priority communications campaigns during the year.

The **Communications Specialist Consultant** will be responsible for the following functions in preparations for social media campaigns:

- Communications support to the hosting of the WPRO Regional Committee Meeting (RCM) in fall 2022.
- Support to WCO technical staff in designing, planning and executing communications campaigns for the priority campaigns, including adapting materials from headquarters and regional office to maintain consistent messaging across the Organization; crafting key messages appropriate for the target audience, coordinating with partners and stakeholders, managing contractors, and executing any related offline events.
- Support to WCO technical staff in delivering visual products to support priority campaigns, including producing and adapting other products (such as videos, infographics, photos, posters and banners etc), and providing technical analysis of progress.
- Support WCO technical staff in managing WCO social media presence on 6 platforms.
- Undertake outreach to potential digital media partners as required in support of priority campaigns.

- Other duties as and when required.

#### QUALIFICATION REQUIRED:

##### Qualifications required:

- BA in communications or relevant field

##### Experience required:

- Minimum two years of experience in communications or social media engagement, or working as part of public health teams on communications or social media engagement
- Experience in social media campaign development

##### Skills / Technical skills and knowledge:

- Working knowledge of communications for social media and graphic design or video editing tools

##### Language requirements:

- English – Conversant
  - Mandarin – Fluent
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#### **IMPORTANT INSTRUCTIONS:**

**Note: This vacancy is open to Chinese nationals.**

**Applications should be transmitted in email message quoting vacancy notice number (VN/CHN/2022/COMMS/005).**

Applicants are advised to send their applications by email to [wpchnwr@who.int](mailto:wpchnwr@who.int)

This vacancy is open to applicants of EITHER SEX. Applications from WOMEN are encouraged. We regret that due to large volume of applications normally received, applications cannot be acknowledged individually.

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WHO has a smoke-free environment and does not recruit smokers or other tobacco users.