

AFRICAN UNION

الاتحاد الأفريقي



UNION AFRICAINE

UNIÃO AFRICANA

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GENERIC JOB PROFILE

1. POST

Job Title:	Public Information Officer
Grade:	P2
Section:	Public Information
Duty Station:	Field Mission

2. JOB PURPOSE

To assist in the development and implementation of an effective public information campaign in order to raise awareness of the general public, mission staff and various stakeholders on developments in support of the peace process and the role and activities of the mission. Also to assist in the development of a media strategy and mission public information guidelines, including the conduct of regular press briefings and dissemination of mission information.

3. MAIN DUTIES AND RESPONSIBILITIES

Within delegated authority and depending on location, the Public Information Officer may be responsible for the following duties: *(These duties are generic, and may not be performed by all Public Information Officers.)*

- Tracks, researches and analyzes information on assigned topics/issues; gathers information from diverse sources and helps to assess news value and other potential impact, as well as to evaluate the effectiveness of information campaigns.
- Drafts/compiles a specific type or types (e.g. print, broadcast, etc.), of information communications products for target audiences, to include press releases, media packets and reports, brochures, briefings, video clips, newsletters, websites, etc.
- Organizes the clearance, production and distribution of information material; conducts photo and graphic research.
- Prepares, on the basis of official documentation and other sources, initials drafts of articles or chapters for inclusion in newsletters, periodicals, reports and books.

- In consultation with others, identifies and proposes information opportunities, activities and approaches, taking into account the situation/topic and target audience.
- Identifies key contacts/constituencies and opportunities for strategic partnerships to facilitate communication efforts and maintains working relationships with the same.
- Organizes or participates in the organization of conferences, seminars, press briefings, interviews, etc.; prepares briefing materials for senior officials prior to their participation in such events.
- Responds to a variety of inquires and information requests internally and externally; prepares related correspondence.
- Assists in the updating and maintenance of mission website.
- Performs other duties as assigned

4. REQUIRED COMPETENCIES

Professionalism

Ability to plan, execute and monitor public communication campaigns, e.g. campaign management, market research, message targeting, impact evaluation. Ability to research and analyze issues and topics related to current events. Ability to draft and compile a variety of written communication products in a clear, concise style. Ability to interact with the public to build and maintain effective business connections. Demonstrates professional competence and mastery of subject matter. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.

Communication

Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify, and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.

Planning& Organizing

Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses time efficiently.

Stakeholder Engagement

Considers all those to whom services are provided to be “stakeholders” and seeks to see things from stakeholders’ point of view; establishes and maintains productive partnerships with stakeholders by gaining their trust and respect; identifies stakeholders’ needs and matches them to appropriate solutions; monitors ongoing developments inside and outside the stakeholders’ environment to keep informed and anticipate problems; keeps stakeholders informed of progress or setbacks in projects; meets timeline for delivery of products or services to stakeholder.

5. EDUCATION

A first-level university degree in communication, journalism, international relations, public administration, public relations or related field.

6. EXPERIENCE

A minimum of three years of progressively responsible experience in public information, journalism, international relations, public administration or related area.

7. LANGUAGES

Fluency in one of the official languages of the African Union.

8. GENDER MAINSTREAMING

The AU Commission is an equal opportunity employer and qualified women are strongly encouraged to apply.