

Terms of Reference – Communications Specialist, Coronavirus Outbreak Response

1. Planned timelines (subject to confirmation)

Start date: 02/15/2020

End date: 04/30/2020

2. Work to be performed

Method(s) to carry out the activity

To contribute to the WHO Representative's Office China, particularly for its Communications & External Relations functions including during the coronavirus outbreak; and to serve as the focal point for media, for WHO Collaborating Centres (WHOCCs) related issues.

Specifically he/she will:

1. Provide support to the communications functions of the WHO Representative's Office, China, by performing the following:
 - Participate in risk communications activities, particularly helping to conduct social media listening of primary concerns among the public, designing creative messages and products to inform the public
2. Provide support to the communications and external relations functions of the WHO Representative's Office, China, by performing the following:
 - Coordinate and facilitate prompt responses to all media inquiries or media engagements in WHO China in response to the coronavirus outbreak.
3. Provide support for the effective engagement of partners in China.
 - Contribute to WCO activities to communicate with partners, including foreign embassies and UN agencies.
4. Perform other duties as required.

3. Specific requirements

Qualifications required:

BA in communications, public health or relevant field

Experience required:

Experience in communications or communications consulting, or working as part of public health teams on communications; experience working with WHO country offices preferred

Skills / Technical skills and knowledge:

- Native English fluency and writing ability
- Working knowledge of communications for social media and web; preference given for agility in use of basic graphic design or video editing software

Language requirements:

- English – Native fluency
- Mandarin – conversant

Other requirements:

- Consultant is responsible for visas in China