



## General Secretariat (GS)

Geneva, 9 April 2020

E-mail: HRerecruit@itu.int

To the Director-General

### **Circular letter No. 19**

Subject: **Vacancy Notice No. 18P-2020/SG-SPM/EXTERNAL/P4**

Dear Sir,

The post described in the Annex is to be filled at ITU Headquarters.

The relevant job description with the qualifications required, as well as all other useful information, is annexed hereto.

Administrations are requested to circulate vacancy notices to all potential sources of recruitment including universities, institutes, associations of engineers and the private sector as the case may be.

**I would be grateful if Administrations would invite qualified candidates and especially women candidates to apply for the above position not later than 09/06/2020 on ITU web site: <http://www.itu.int/employment/Recruitment/index.html>**

The Plenipotentiary Conference adopted the Resolution 48 (Rev. Dubai 2018), affirming that: "...when filling vacant posts by international recruitment, in choosing between candidates who meet the qualification requirements for a post, preference shall be given to candidates from regions of the world which are under-represented in the staffing of the Union, taking into account the balance between female and male staff mandated by the United Nations common system;"

Yours faithfully,

Mr. Houlin ZHAO  
Secretary-General

Annexes: **Vacancy Notice No. 18P-2020/SG-SPM/EXTERNAL/P4**

# INTERNATIONAL TELECOMMUNICATION UNION



*ITU is the leading United Nations agency for information and communication technologies, with the mission to connect the world. To achieve this, ITU manages the radio-frequency spectrum and satellite orbits at the international level, works to improve communication infrastructure in the developing world, and establishes global standards that foster seamless interconnection of a vast range of communication systems. ITU also organizes global Telecom events bringing together the most influential representatives of government and the private sector to exchange ideas and knowledge for the benefit of all.*

## VACANCY NOTICE N° 18P-2020/SG-SPM/EXTERNAL/P4

Date of Issue: 9 April 2020

**Currently accepting applications**

*Applications from women are encouraged*

Functions: Editor-in-Chief

Post Number: PM04/P4/233

Deadline for Applications (23.59 Geneva CH) : Duration of Contract: 2 years with possibility  
**9 June 2020** of renewal for 2 additional years

Type of Appointment: Fixed-term Appointment Duty Station: Geneva, Switzerland

Grade: P4

### Organ:

The General Secretariat directs all the administrative and financial aspects of the Union's activities, including the implementation of the provisions of the administrative regulations on operational questions, the dissemination of information on telecommunication matters for operational and other purposes, the provision of legal advice to the Bureaux of the Union and the departments of the General Secretariat, logistic support to the Union's activities including conferences, the coordination of the work of the Union with other international organizations, the dissemination of information to the Member States and Sector Members, press, corporate and individual users of telecommunications and the general public. The General Secretariat is also responsible for the organization of world telecommunication exhibitions and forums.

### Organization Unit:

Within the General Secretariat, the Strategic Planning and Membership Department (SPM) advises the Secretary-General on strategic challenges and their implications for the Union in the fast evolving telecommunications/ICT environment; develops forward-looking strategic proposals to the ITU management team with a view to ensuring that the organization meets the objectives assigned by the membership; plans and coordinates the corporative and strategic activities with a view to ensuring their accordance with membership objectives; organizes and provides secretariat services to the Plenipotentiary Conference, Council, and other meetings in the general secretariat

in order to achieve a high level of involvement from Member States and Sector Members, develops and maintains sound relations with Member States, Sector Members and other entities, the UN and other international organizations. The Department is also responsible for providing expert advice on communication and promotion strategies and for developing and implementing the Union's corporate communication plan in cooperation with the three Sectors with a view to promoting ITU leadership in the field of telecommunications and ICT.

### Duties / Responsibilities

In the Strategic Planning and Membership Department (SPM) and under the direct supervision of the Head, Strategic Communication Division (SCD), the incumbent supervises the editorial team in SCD and performs the following duties:

- Develops and ensures consistent implementation of an editorial content strategy in support of the ITU Constitution, Strategic Plan, Monitoring and Evaluation of Communications Framework and brand.
- Develops editorial guidelines for user-, mobile- and SEO-friendly written content for internal and external contributors, in support of the corporate narrative, messaging, values, tone of voice/personality.
- Works with relevant colleagues in SCD to set, monitor and evaluate key performance indicators (KPIs) for above content, with a view to maximizing impact.
- Runs editorial training sessions across ITU as necessary to empower strategic and consistent communications.
- Performs quality control of all content created by SCD across channels and platforms, ensuring content is accessible, actionable, credible and trusted, relevant, timely and understandable. If necessary, edits, rewrites, abridges, simplifies or restructures texts for clarity, consistency and logical flow.
- Oversees the maintenance of a rolling three-months editorial calendar for corporate channels and platforms which lays out the key issues and themes to be addressed in a continuous campaign approach, ensuring coordination and alignment between sectoral and corporate goals and needs. The planning should be informed by knowledge of target audience, market, news, public discourse and foresight issues, and regular consultation with the SCD editorial team and an Editorial Advisory Board, ITU's management, subject matter experts, external contributors and sector communication focal points.
- Liaises with SCD teams in charge of disseminating, marketing, measuring and evaluating the performance of content through multiple corporate channels and platforms designed to reach target audiences and influencers worldwide.
- Plans, coordinates, directs and supervises the development of SCD content which may include articles/blogs, web copy, speeches, op-eds and other third-party contributions, text for graphics, video and podcast scripts as well as the ITU News Magazine and the ITU News Weekly email newsletter. Writes, edits and directs the work of the art editor, editorial assistant, copywriter, internal and external thought leadership contributors and contractual writers to produce high-performing content. Determines the presentation and layout of each issue.
- Identifies, mobilizes and fosters relationships with experts and thought leaders from the ITU membership and beyond that are willing to contribute articles for free. Works with them to produce content that reflects the state of the art in telecommunications and

- information and communication technologies (ICTs) in a simple, compelling way. Establishes and maintains contact with high-level representatives of governments, the private sector, international organizations and civil society to encourage contributions. Evaluates submitted articles taking into account quality, purpose and the target readership; recommends their acceptance (subject to editing), or their rejection, giving supporting arguments to the contributing authors.
- Initiates, directs and develops, in collaboration with the ITU Sectors and the General Secretariat, content for special editions of the ITU News Magazine to coincide with major ITU events such as world radiocommunication conferences, world telecommunication development conferences, world telecommunication standardization assemblies, the Global Symposium for Regulators, plenipotentiary conferences and ITU Telecom World events. Develops business requirements and terms of reference for any contractual services that may be needed for the ITU News magazine.
  - Conducts readership surveys for the ITU News magazine, blogs/articles and the ITU News Weekly newsletter to gauge their impact; analyses the results of the surveys and proposes changes and strategies, as necessary, to continually improve content, layout and impact.
  - Reviews, periodically, subscription policies and subscription-handling instructions to ensure reader satisfaction and expansion.
  - Contributes to generating revenue for SCD, for example through advertorials, to enable the production of cutting-edge content formats.
  - Supervises and manages an editorial team.
  - Performs other related duties as assigned.

## Competencies

- **Core Competencies:** Applying Expertise; Effective Communication; Learning and Knowledge Sharing; Organizational Commitment; Results-Focused, and; Teamwork and Collaboration.
- **Essential Functional Competencies:** Analysis, Judgement and Decision-Making; Client and Service Orientation; Innovation and Facilitating Change; Leadership; Networking and Building Partnerships; Planning and Organizing, and; Successful Management.
- **Essential Technical Competencies:** Proven superior editorial planning and execution to shape discourse in support of long-term corporate communication objectives and in light of daily news in the wider world; Sound news and political judgement and ability to maintain impartiality, quality and timeliness; Proven superior editing, rewriting and proofreading skills; Proven superior web-, user- and SEO-optimized writing; Knowledge of how key information and communication technology/digital trends such as radiocommunications, artificial intelligence, digital services and the Internet of Things impact policy, business and people's lives.

## Qualifications required

### Education:

Advanced university degree in communications or journalism or a related field OR education from a reputed college of advanced education with a diploma of equivalent standard to that of an advanced university degree in one of the fields above. For internal candidates, a first university degree in one of the fields above in combination with ten years of qualifying experience may be accepted in lieu of an advanced university degree for promotion or rotation purposes.

Experience:

At least seven years of progressively responsible experience in communications or journalism, including at least three at the international level. A Doctorate in a related field can be considered as a substitute for three years of working experience.

Languages:

Knowledge of one of the six official languages of the Union (Arabic, Chinese, English, French, Russian, Spanish) at advanced level and knowledge of a second official language at intermediate level. Knowledge of a third official language would be an advantage. (Under the provisions of Resolution No. 626 of the Council, a relaxation of the language requirements may be authorized in the case of candidates from developing countries: when candidates from such countries possess a thorough knowledge of one of the official languages of the Union, their applications may be taken into consideration.)

Additional Information:

**Salary:**

Total annual salary consists of a net annual salary (net of taxes and before medical insurance and pension fund deductions) in US dollars and a post adjustment (PA) (cost of living allowance). The PA is variable and subject to change without notice in accordance with the rates as set within the UN Common System for salaries and allowances.

Annual salary from \$ 73,516 + post adjustment \$ 57,490

Other allowances and benefits subject to specific terms of appointment, please refer to  
<http://www.itu.int/en/careers/Pages/Conditions-of-Employment.aspx>

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Applicants will be contacted directly if selected for written test. Interviews may be used as a form of screening.

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For further information concerning the Conditions of Employment please click [the following link](#)

Applicants will be contacted only if they are under serious consideration

Currently accepting applications



ITU is a smoke-free environment