
JOB TITLE:	Communications, Advocacy and Marketing(CAM) Consultant
TYPE OF CONTRACT:	Regular CST
UNIT/DIVISION:	WFP Japan Office (TOK)
DUTY STATION (City, Country):	Tokyo/Japan (The incumbent must already live within commuting distance of WFP Japan Office.)
DURATION:	From 20 May 2020 to 19 April 2021

BACKGROUND AND PURPOSE OF THE ASSIGNMENT:

Background:

The United Nations World Food Programme (WFP) is the world's largest humanitarian organization, saving lives in emergencies, building prosperity and supporting a sustainable future for people recovering from conflict, disasters and the impact of climate change.

WFP's Japan's mission is to raise awareness of WFP's work amongst the public and partners in Japan – one of the top-ranking and consistent donor countries. The WFP Japan Office acts as a partnership hub, fostering strategic partnerships with Japanese institutions, liaising with the Government as well as the private sector, including the Japan Association for the WFP (JAWFP), a non-profit entity in support of WFP, and strengthening advocacy to key stakeholders to achieve the zero hunger.

Purpose of the assignment:

To support TOK's key missions and initiatives in the areas of communications, advocacy and marketing, as well as joint communications/fundraising activities with the Japan Association for WFP (JAWFP).

Reporting line: 1st level supervisor: CAM Officer, 2nd supervisor: Director, TOK

ACCOUNTABILITIES/RESPONSIBILITIES:

1. Assist in organizing media interviews, following up on requests for information from media, keeping accurate records of media coverage;
2. Provide marketing expertise to analyse the market's trend to enhance WFP's brand;
3. Produce information and audio-visual materials, brochures and other documentation;
4. Translate press releases, web stories and other public documents, conduct fact checks on materials to be published;
5. Actively contribute to the maintenance of the WFP website and social media channels, including posting assets on social media;
6. Assist in producing donor visibility materials;
7. Produce reports on WFP communications/fundraising activities as required;
8. Prepare briefing papers and talking points as required;
9. Support in maintaining/building WFP Japan's relationships with media, external actors including private sector, NGOs, academia;
10. Perform other related duties as required.

DELIVERABLES AT THE END OF THE CONTRACT:

Deliverables on above responsibilities

QUALIFICATIONS & EXPERIENCE REQUIRED:

TERMS OF REFERENCE FOR SHORT-TERM/CONSULTANCY CONTRACTS

- Education:** Advanced university degree or university degree with experience and advanced training/courses in one or more of the following disciplines: journalism, international relations, communications, marketing or other relevant fields, or relevant professional experience.
- Experience:** About 3 to 5 years of work experience in communications or related fields.
- Knowledge & Skills:** Experienced in using Microsoft, Word, Power Point, Excel, ability to work with Illustrator, Photoshop and other Adobe software. Experience in organizing advocacy campaigns and marketing is an asset.
- Languages:** Excellent knowledge of English and Japanese (Level C).
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Certified by Hiring Manager (name/title) & signature):

..... **Date:**

Accepted by Short-term/Consultancy contract holder (name & signature):

..... **Date:**