

**Job title: Communications Officer**

**Purpose of the role:** enhances the reputation and visibility of ICCROM through devising and delivering a communications strategy which ensures maximum impact and engagement to our external stakeholders.

**Unit description:** we ensure that main stakeholders, heritage professionals, partners, and specifically Member States, are engaged with ICCROM and the activities that are carried out.

**Main functions**

The role involves, but is not limited to, the following functions:

1. Develop and manage communications in a way that contributes to the overall Strategic Directions and delivers impact and awareness to our audiences, across multiple channels in a way that promotes ICCROM as a centre of excellence.
2. Build and execute the digital communications strategy (website, social media, and digital marketing) through market research, platform determination, benchmarking, audience identification and messaging.
3. Supervision of all multi-channel products and materials (both online and offline) to ensure the look and feel of ICCROM, including tone of voice. Ensure that high-quality communications, promotions and materials are issued in a timely manner in all of the applicable languages.
4. Generate, edit, publish and share daily content (photo, text, and video) that builds meaningful connections in order to enhance digital engagement, brand awareness and online reputation.
5. Coordinate, direct, facilitate, evaluate and recognize unit performance; create an enabling environment and assist team members to realize and develop their potential.

**Key shared accountabilities**

In collaboration with other colleagues the holder of this position will have these key accountabilities:

1. Together with Programmes Unit colleagues, craft compelling narratives that reinforce ICCROM's differentiated value propositions and generate interest and excitement in the Organization's work.
2. Collaborate with the Strategic Planning Unit colleagues and the other units across the Organization to develop an evidence-based approach to maximize impact and awareness through media monitoring, market analysis, data analytics and reporting.
3. Liaise with the ODG colleagues for communications related to governing bodies and Member State engagement.
4. Collaborate as necessary with colleagues at the Regional Office on communications-related issues in close coordination with the Unit Manager.
5. Manage the communications plan around key events at ICCROM and in the cultural heritage field, in addition to relevant anniversaries, international days, and campaigns together with partnership colleagues.

**Budget responsibility:**

Yes

**Main relationships**

Reports to: Partnership and Communication Unit Manager

Supervise roles: Communications Assistant

Other relevant relationships:

Establish effective working relationships with cross-functional partners, media contacts, communications and social media counterparts in other organizations, cultural heritage professionals and collaborators, and other main stakeholders. Provide encouragement, training and support to other staff members as appropriate.

### Technical knowledge

1. Excellent knowledge in promoting a wide range of content of interest to a diverse range of cultural professionals and international audiences on digital and traditional platforms, owned and earned; establishing effective lines of communication with partnership organizations, government agencies and diplomatic missions, and heritage opinion leaders.
2. Excellent knowledge in managing complex and multilingual Content Management Systems, especially Drupal; good knowledge of social media management and platforms, digital marketing applications (e.g. Google Adwords, Facebook Ads), SEO, PR databases, CRM, graphic design and video editing.
3. Demonstrated proficiency in using web analytic tools (e.g. Google Analytics), databases and data gathering, as well as producing corporate reports that are attractive, engaging and of high quality.
4. Deep understanding of national and international political and cultural heritage trends, together with an understanding of the terminology used within the field.
5. Fluency in English or French, with knowledge of all or any of the other website languages (Arabic, Italian and Spanish) as an asset.

### Organizational competencies

ICCRROM is a small organization, when defined in numbers of staff, with a very large remit. All of our people need to ensure that they demonstrate the required behaviours in order that we can deliver on our mission. These behaviours underpin everything that we do, both internally and when working with stakeholders.

We are an ambitious organization and know that we can only achieve that ambition through pulling together and using the behaviours that will allow us to optimize our contribution. These are important to all of our roles and are essential for everyone.

- **Communication**

We engage in honest, respectful, two-way communication. We actively listen and seek opportunities to share and engage with colleagues and stakeholders. We consider the best way to share information and willingly engage in discussion with others. We are open, honest and transparent and give and receive clarity.

- **Collaboration and teamwork**

We show respect to every colleague and value their expertise, contribution and perspective. We trust each other to be the best they can be and give help and support when it's needed. We willingly share resources, ideas and efforts. We actively engage with others and help them to be the best they can be and create win-win solutions.

- **Flexibility**

We remain optimistic about what we do and have a positive 'can do' attitude. We look for solutions and are proactive in driving performance. We take responsibility for planning, managing risks and getting things done through being helpful and flexible in our approach. We look to build on team strengths and are always willing to step in when additional support is needed.

- **A learning organization**

We take opportunities to learn, to share learning and to encourage colleagues to do the same. We try new things and experiment in order to help ICCROM work successfully with others. We look at things from different perspectives; seeking alternative views and finding ways to become even better at what we do.

Any change, addition, omission or other alteration of the present Job Description will be made after contacting the worker and will be communicated by written notification.

**Date:** 08/08/2022

Line Manager	Human Resources	Post Holder
		