**Missions and objectives**

In recent years, the World Organisation for Animal Health has undergone significant development linked to increased institutional recognition on the international scene. The forthcoming adoption of the Organisation’s 7th Strategic Plan for the period 2021-2025 will provide the basis for a new communication strategy to accompany the Organisation's priorities, in particular:

- A more regular participation in high-level political forums (G7-G20- United Nations Assembly etc...) for a contribution of the Organisation to the achievement of the Sustainable Development Goals.
- The digital transformation initiated in 2020 with the definition of a communication policy adapted to the new communication channels,
- The strengthening of the means implemented for strategies to combat certain animal diseases,
- A better positioning of the Organisation in health crisis situations
- The continuation of programmes to support the Veterinary Services of Member countries so that they are better prepared to respond to global health challenges and societal expectations,
- The promotion of the OIE's social and environmental responsibility.

The celebration of the 100th anniversary of the creation of the OIE in 2024 will be an opportunity to retrace the history of the Organisation and to promote a new image of the OIE in the light of the achievements of the 7th Strategic Plan.

**Positioning and reporting**

Under the direct authority of the Director General and in close collaboration with all Heads of Unit or Department. Supervising a team of 5 to 8 people.

**Job description**

The Head of the Communication Department contributes to the visibility of the OIE's missions and the global positioning of its mandate. He/she is responsible for the development and implementation of a global communication strategy aligned with the strategic priorities of the Organisation. As the OIE's relay to the outside world, he/she ensures the consistency of messages and is responsible for the OIE’s image and its promotion to different audiences. In addition, he/she contributes to the implementation of internal communication ensuring the cohesion of the teams at Headquarters and in the Regions. Finally, he/she steers the performance of the Communication Department by translating the strategic orientations to the team and ensuring the implementation of activities.

**Responsibilities and activities**

**Define the OIE’s communication strategy**

- Advise the Directorate General on the evolution of the OIE’s identity and positioning
- Contribute to the OIE’s strategic reflection and define the Department’s roadmap in accordance with the Organisation's objectives
- Participate in management meetings
- Report to the Directorate General on the implementation of activities
- Promote the OIE and represent it at international conferences, missions, meetings, workshops, etc.
- Manage relations with and dialogue with a range of stakeholders, including colleagues, financial partners, Member Countries by leading the network of national focal points for communication, other organisations and external partners.

**Manage and head the Communication Department**

- Translate strategic objectives into team objectives and monitor team performance
- Fostering a positive and productive work environment based on constructive feedback
- Motivate and communicate with the team to ensure the flow of information within the Organisation
- Organise and supervise tasks to ensure the team’s missions are carried out
- Participate in the recruitment process as well as in the development of staff skills and the annual performance review
- Manage, improve and, if necessary, identify and formalize the different procedures of the service

**Contribute to and guarantee the execution of the team’s missions**

- Ensure the implementation of the corporate communication strategy
  - Define targets, objectives, messages and key communication materials

---

**Salary:** Base salary €4,700 net / month, depending on profile, qualifications and experience + benefits (tax-free salary, yearly bonus)

**Duration of contract:** 2 years (renewable)
# Terms of reference

- Draw up, cost and manage the budget for the operational implementation of the strategy
- Develop and monitor performance indicators
- Steer the application of objectives within the digital, editorial and events communication units
- Ensure press relations, in relation with service providers if necessary
- Accompany teams in the implementation of communication policies

- **Ensure the visibility and consistency of the OIE’s image**
  - Define the editorial line and coordinate the development of messages and communication supports according to the different target audiences (brochures, infographics, etc.)
  - Disseminate, guarantee and, if necessary, develop the organisation’s graphic charter
  - Define the digital communication policy, coordinate communication on digital channels and promote innovative communication tools
  - Define the events policy and support the Directorate General in public relations, including contributing to crisis management
  - Ensure that communication plans for specific projects are consistent with the corporate communication strategy
  - Develop and animate communication networks according to objectives and target audiences
  - Supervise and manage relations with external service providers and communication agencies

- **Contribute to internal communication**
  - Ensure consistency of internal and external messages
  - In collaboration with Human Resources and the Office of the Director General, participate in the development of internal communication tools to unite teams around the identity and values of the OIE
  - Consolidate cross-cutting information on OIE activities in order to enhance the value of the work carried out within the Organisation

## Qualifications and experience

### Required
- Higher degree (Master's) or more in communication or public relations
- At least 10 years of professional experience, including 5 years in management positions in an agency or advertiser
- Minimum 5 years of managerial experience
- Minimum 3 years of international experience
- Previous experience in human or animal health or biological sciences would be an advantage
- Experience in or with a not-for-profit organisation would be an advantage

### Skills

#### Technical skills
- Knowledge of the various aspects of communication (institutional, external, press relations, etc.)
- Knowledge of the graphic chain and the edition of web or print supports
- Excellent knowledge of English, both written and spoken
- Very good knowledge of French

#### Additional skills
- Professional knowledge of Spanish

#### Cross-cutting skills
- Excellent leadership and ability to motivate and make team members evolute
- Excellent communication skills (verbal, written, interpersonal, presentations)
- Capacity for initiative and strategic vision
- Strong ability to set priorities and work under tight deadlines
- Courtesy, tact and ability to establish and maintain good working relationships in a multicultural environment
- Strong privacy awareness

## Working conditions

This is a full-time position based at the OIE Headquarters in Paris. It requires long hours of work in a seated position in front of a computer. The position involves regular missions abroad.

## General Information
Terms of reference

The OIE places high value on a multicultural and positive work environment. The OIE is an equal opportunity employer and welcomes applications of all qualified candidates, irrespective of their ethnic origin, gender, opinions, or beliefs.

This is a full-time position as an international civil servant based at the OIE Headquarters in Paris (France) that is available immediately.

If you are interested in the position, please complete your application online by 31 July at noon (Paris local time) at the latest by clicking on the link below.

APPLY HERE