

HEAD OF PRESS & PUBLIC RELATIONS – P4

The Head of Press & Public Relations at IRENA will be responsible for drafting and implementing a strategy on how to position IRENA internationally as the centre of excellence for renewable energy. With her or his work, the Head of Press & Public Relations will support IRENA staff in promoting the widespread and increased adoption and the sustainable use of all forms of renewable energy. The Head of Press & Public Relations at IRENA will establish the Press and Public Relations department of IRENA and build up the team.

Organizational Setting and Reporting Relationships:

The position is located in Abu Dhabi, capital of the United Arab Emirates. The Head of Press and Public Relations may travel internationally to accompany the Interim Director General of IRENA and to implement the IRENA public relations and communications strategy. She/he is reporting directly to the Interim Director General

Grading:

P4

Responsibilities:

Within delegated authority, the Head of Press & Public Relations will be responsible for the following duties:

- Drafting the communications strategy for IRENA for 2010/2011 and for the next five years (internal and external)
- Building up a strong Press and Public Relations team at IRENA
- Planning and implementing innovative, creative and effective communication and information campaigns and delivering up-to-date, timely and relevant information
- Defining target groups/audiences for IRENA's communication
- Defining appropriate communications/media tools as well as identifying the appropriate communications software for all IRENA communications
- Establishing IRENA's communication infrastructure (mailing lists, media contacts, picture databases, renewable energy event calendar)
- Writing texts (articles, editorials, speeches, welcome addresses, statements, press releases etc.) for the Interim Director General and IRENA
- Drafting, producing and publishing in cooperation with different IRENA staff members, the IRENA outreach and info material (flyer, brochures, newsletter, press kits, studies, other publications)
- Managing IRENA's communications budget in accordance with internal procedures and financial regulations
- Identifying, if necessary and subsequently liaising with communications agencies appointed to assist IRENA
- Arranging and overseeing the remake of IRENA's branding/visual identity in 2010

- Overseeing the IRENA website together with the web administrator.
- Ensuring consistency and coherence across all IRENA communications as well as ensuring that all communication material adheres to editorial policies in line with IRENA's brand identity
- Establishing and maintaining strong relations with press, media and relevant stakeholders

Competencies:

- **Professionalism:**
A proven knowledge of both renewable energy issues and the global network of the renewable energy community, including specialized media; good knowledge of different aspects of public information and communication and understanding of the needs of the press and media and the way this sector functions; sound political judgment to diplomatically handle sensitive issues and cultivate productive relationships; ability to deliver oral presentations/statements to diverse audiences.
- **Technological awareness:**
Knowledge of the different technical and software tools currently available for communications.
- **Leadership:**
Ability to work autonomously with strong project management skills; ability to work under pressure and to set goals, make plans, define deadlines and deliver on time.
- **Teamwork:**
Possession of team spirit to build-up, manage and lead a team in a multi-cultural environment; proven supervisory and decision-making skills and ability to delegate responsibility; responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.
- **Accountability:**
To ensure that all responsibilities and commitments are completed to the best of his/her ability in line with both operational objectives and organizational rules and regulations.
- **Creativity:**
Ability to come up with new and creative ways of how to address the different audiences of IRENA effectively and how to distribute the Agency's message in the best possible way.
- **Client Orientation:**
Ability to maintain excellent relations with the global media, IRENA's member states and stakeholders.

Qualifications:

Education: Advanced university degree (Master's degree or equivalent) is required. A degree in journalism, communications, public relation or related fields is an asset.

Experience: A minimum of eight years of progressively responsible experience in public information, journalism, communications or public relations is required, with a work experience at two different places at least, including experience in staff management. Both strong connections to and an expert knowledge of the media and their aims and priorities is required. Should the applicant have previously worked within the field of renewable energy and is familiar with its main discussion lines, this would be highly advantageous.

Language: Excellent knowledge of, and ability to speak and write clearly and concisely in English is required. Fluency in other languages, notably Arabic would also be an asset.

Applications

Submission of applications: Qualified candidates may submit their application by sending a complete and comprehensive CV and a letter of interest via e-mail to recruitment@irena.org under the reference **Application for Head of Press and Public Relations** before 6th March 2010

Kindly indicate the reference and title of the position when applying.

Applications sent by written mail and/or after the closing date will not be considered.

All applications will be treated with strict confidentiality and respect. IRENA is committed to achieving workforce diversity in terms of gender, nationality, culture. Individuals from minority groups, indigenous and people with a disability are encouraged to apply.

Reference checks will be made after pre-selection and interviews for short listed candidates. For more information on IRENA, visit IRENA web site at www.irena.org