



International Civil Aviation Organization

Job Description [Applicable solely to secondment]

POSITION INFORMATION

Post Title:	Associate Communications & Marketing Officer	Duration of Secondment	Three (3) years
Level:	P-2	Deadline for applications	
Duty Station:	Montréal	Date for entry on duty	ASAP
Special Notice: The ICAO Assembly recently reaffirmed its commitment to enhancing gender equality and the advancement of women by supporting UN Sustainable Development Goal 5 “ Achieve gender equality and empower all women and girls. ”			

THE ORGANIZATIONAL SETTING

Within the Capacity Development and Implementation Bureau (CDI), the Revenue and Product Management (RPM) Section, is focused on the revenue-generating activities of the Organization. The portfolio of revenue-generating activities includes publications, periodicals, databases, websites, training, printing, and events. The revenues generated by these activities are required to promote the implementation of ICAO's Strategic Objectives and to carry out related Programme Support. The Section is responsible for the overall strategic planning, stakeholders' collaboration, coordination, promotion, and distribution of these saleable products, in close coordination with the other Bureaus/Offices of the Organization.

Under the guidance of the Head, Product Management Unit (H/PTM), the Communications & Marketing Officer will work with the product management team and ICAO Bureaus and Regional Offices to showcase ICAO's rich intellectual property products and ICAO events.

MAJOR DUTIES AND RESPONSIBILITIES

Function 1 (incl. Expected results)

Contributes to the completion of communications campaigns in a manner that is on time, on strategy and on budget, achieving results such as:

- Perform day-to-day email communication and marketing activities including, but not limited to, email campaign set-up, scheduling, testing, tagging and deployment of one-time, recurring, triggered and dynamic content-driven campaigns;
- Assist the Product Managers in developing and planning event, product, and service communications and marketing plans;
- Work closely with Product Management, Marketing, Sales, Technical Bureaus and Regional Offices to develop message strategy, copy and creative;
- Craft and target messages for specific audiences and build email calendar based on effective campaign timing and other best practices;
- Identify and build accurate data selection for recipient and exclusion segmentation (e.g., list and group creation) and quality assurance of all outbound campaigns;
- Troubleshoot issues related to client campaign reporting, email deliverability, segmentation quality and digital experience;
- Troubleshoot technical issues related to HTML templates, list segmentation and other aspects of campaign execution as required;
- Work closely with IT to ensure the technical needs of email marketing operations are well understood and running smoothly;
- Monitor, analyse, leverage and present data from email marketing efforts while putting into action opportunities for improvement by refining processes and procedures.

Function 2 (incl. Expected results)

Provides Social Media Management support, achieving results such as:

- Develop social media content and posts highlighting ICAO's events, products and services across all active social media and networking platforms (Twitter, Facebook, LinkedIn, YouTube and ICAO's [UnitingAviation.com](#) blog);
- Write and edit copy, announcements and other materials for our social media channels and blog;

- Stay current with social media innovations and technology/digital trends and understand clients' target consumers.
- Analyze, review, and report on social media analytics to identify trends, successes, and areas for improvement.
- Adjust and optimize social media strategies continuously to improve results and meet program KPIs.
- Proactively support sales activities including up-selling, cross-selling and program kick-offs and renewals;
- Actively support and update a robust editorial calendar in collaboration with the ICAO Communication Department;
- Identify and implement grassroots growth strategies and engagement tactics in the social and digital community to build high-integrity relationships and foster brand advocacy and awareness;
- Perform event-based live blogging/tweeting content development and posting;
- Assist in the live streaming of ICAO events across social networks, such as, Zoom, Vimeo OTT, YouTube Live, Facebook Live, Twitter, and virtual events platforms.

Function 3 (Incl. Expected results)

Assists in developing content for ICAO's UnitingAviation.com digital magazine and ICAO TV video site, achieving results such as:

- Develop and film interview series for ICAO TV;
- Act as master of ceremonies (MC) and moderator for Zoom webinars that will be live streamed on ICAO TV;
- Maintain and update previously published content for timeliness and accuracy;
- Structure and update the content tagging metadata;
- Manage digital assets such as, photos, images and videos on the platform;
- Develop and publish live blogging articles for ICAO events;
- Create organic and paid social posts to help promote new and evergreen UnitingAviation.com content on social media and search/display channels to grow the platform's audience.

Function 4 (incl. Expected results)

Assists in the monitoring, tracking, reporting and analysing of campaign activities, achieving results such as:

- Using project management software and web-based tools, track time spent on campaign activities and effort per client;
- Report on a weekly basis campaign progress and completion of deliverables;
- Report monthly on campaign success metrics using analytics tools from the CRM/Marketing Automation tool, Google Analytics, and social media channel analytics tools;
- Assist in the production of the RPM monthly KPI report with respect to marketing KPI elements;
- Assist in identifying any risks and barriers to success.

Function 5 (incl. Expected results)

Performs other related duties, as assigned.

QUALIFICATIONS AND EXPERIENCE

Education

Essential

A first-level university degree in Communications, Marketing, Business Administration, Commerce, or in a related field.

Desirable

An advanced level university degree (Master's Degree or academic equivalent) in any of the above fields.

Professional experience

Essential

- A minimum of three (3) years of experience in business or public administration.
- Experience in executing email campaigns through email marketing and social media marketing platforms;
- Experience with key social media channels and social analytics tools;

Desirable

- Experience in using social media management tools;
- Video production experience using Adobe Premiere and After Effects, live streaming and transcoding;
- Experience developing strategies to drive traffic and revenue through organic search;
- Experience with web analytics.

Languages

Essential

Fluent reading, writing and speaking abilities in English.

Desirable

A working knowledge of any other language of the Organization (Arabic, Chinese, French, Russian, Spanish).

COMPETENCIES

Professionalism: Demonstrates strong conceptual thinking skills to create relevant partnership materials for projects and activities with innovative elements. Have a business-centric approach with strong creative and copywriting skills. Ability to work as a team player in a cross-functional management structure. Ability to understand promotional data and summarize it in a meaningful way for business goals, as well as analyse results, recognise trends and make recommendations. Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.

Planning and Organizing: Develops clear goals that are consistent with agreed strategies; identifies priority activities and assignments; adjusts priorities as required; allocates appropriate amount of time and resources for completing work; foresees risks and allows for contingencies when planning; monitors and adjusts plans and actions as necessary; uses time efficiently.

Teamwork: Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

Communication: Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify, and exhibits interest in having two-way communication; tailor's language, tone, style, and format to match the audience; demonstrates openness in sharing information and keeping people informed.

Accountability: Takes ownership of all responsibilities and honours commitments; delivers outputs for which one has responsibility within prescribed time, cost and quality standards; operates in compliance with organizational regulations and rules; supports subordinates, provides oversight and takes responsibility for delegated assignments; takes personal responsibility for his/her own shortcomings and those of the work unit, where applicable.

Client Orientation: Considers all those to whom services are provided to be "clients " and seeks to see things from clients' point of view; establishes and maintains productive partnerships with clients by gaining their trust and respect; Identifies clients' needs and matches them to appropriate solutions; monitors ongoing developments inside and outside the clients' environment to keep informed and anticipate problems; keeps clients informed of progress or setbacks in projects; meets timeline for delivery of products or services to client.

MODE OF SECONDMENT

The duration of the secondment is 3 years, which can be extended for an additional year and exceptionally. The Seconded is expected to work five days per week.

ICAO may avail itself of the services of personnel seconded by governments, other international agencies or educational, scientific, research or other institutions. Seconded personnel are engaged under a Trust Funded or Gratis (detached expert) arrangement, in accordance with terms and conditions stipulated in a Memorandum of Understanding between ICAO and sponsor of the seconded person. During the period of assignment with ICAO the seconded individual will be considered an "Official" of ICAO.

Once engaged by ICAO the seconded individual will be under the sole authority of the Secretary General of ICAO and all relationship with the releasing Government/Agency will be held in abeyance during the period of employment with ICAO.

As detached expert: The individual is detached from the releasing Government/Agency but is assigned to work for ICAO.

Trust Fund arrangement: Funds are deposited by the Government/Agency with ICAO for engaging personnel normally subject to the stipulations of a Memorandum of Understanding.

NOTICE TO CANDIDATES

ICAO does NOT charge any fees or request money from candidates at any stage of the selection process, nor does it concern itself with bank account details of applicants. Requests of this nature allegedly made on behalf of ICAO are fraudulent and should be disregarded.