



International Civil Aviation Organization

Job Description [Applicable solely to secondment]

POSITION INFORMATION

Post Title:	Associate Marketing and Communications Coordinator	Duration of Secondment:	Two (2) years, with the possibility of extension for up to one (1) additional year
Grade Level:	P-2	Deadline for applications:	
Duty Station:	Montréal, Canada	Date for entry on duty:	As soon as possible
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

The International Civil Aviation Organization (ICAO), a specialized agency of the United Nations, sets global standards for aviation safety, security, environmental protection, and air navigation. In pursuit of its strategic objectives, ICAO works in close collaboration with its 193 Member States and key stakeholders across the aviation sector.

The Revenue and Product Management Section is part of the Capacity Development and Implementation (CDI) Bureau and contributes to these goals by overseeing ICAO’s revenue-generating activities, including events, training, and publications. Within this framework, the Product Management Unit (PTM) identifies, analyzes, and develops innovative opportunities to expand ICAO’s offerings and global reach.

The Marketing and Communications Coordinator will play an integral role within the marketing team, which is responsible for promoting ICAO’s products, services, and events. Under the supervision of the Marketing Manager, the Coordinator will support the planning and execution of digital marketing campaigns and social media strategies aimed at strengthening ICAO’s visibility and stakeholder engagement worldwide.

This position requires close collaboration with the Product Management Unit, as well as other ICAO Bureaus and Regional Offices, to ensure that all outreach efforts are aligned with ICAO’s mission and communications priorities. The successful candidate will contribute to the effective promotion of ICAO initiatives, helping to advance global aviation development through coordinated and impactful communication strategies.

MAJOR DUTIES AND RESPONSIBILITIES

Function 1 (incl. Expected results)

Coordinates and implements digital marketing campaigns, achieving results such as:

- Coordinate and execute digital marketing campaigns that align with ICAO’s strategic goals, ensuring timely delivery, adherence to budget, and high-quality standards.
- Manage day-to-day email marketing tasks, including campaign setup, scheduling, and deployment, collaborating with Product Managers and bureaus to align with ICAO’s messaging strategy.
- Collaborate with Product Management, Marketing, and Sales Units, as well as technical Bureaus and Regional Offices to develop and refine messaging, ensuring clarity, relevance, and consistency across all campaigns.
- Implement precise data selection for targeted and segmented outreach, with a focus on quality assurance to maximize engagement among ICAO’s global stakeholders.
- Monitor, analyze, and report on campaign performance metrics, working with IT and service providers to troubleshoot technical issues and optimize future campaigns.

Function 2 (incl. Expected results)

Supports and expands social media and community engagement, achieving results such as:

- Develop, post, and manage content that promotes ICAO events, products, and services across platforms including LinkedIn, Facebook, X (formerly Twitter), Instagram, ICAO TV, and UnitingAviation.com.
- Actively foster meaningful connections and community action through daily engagement and social content that reflects ICAO's mission and values.
- Coordinate live social media coverage for ICAO events, including live blogging, live tweeting, and streaming to engage stakeholders in real-time.
- Oversee social media advertising, using paid social media placements to promote ICAO's initiatives and events to a broader audience, and monitor ad performance for continued improvement.
- Lead strategic media collaboration to enhance visibility and engagement for ICAO events, products and services. This collaboration will involve exchange visibility, promotional efforts, content sharing, and audience engagement strategies to maximize reach and impact.

Function 3 (incl. Expected results)

Coordinates content development and digital asset management, achieving results such as:

- Edit and publish articles and content from Technical Bureaus, Communications, or Regional Offices, ensuring relevance and alignment with ICAO's strategic objectives.
- Maintain updated tagging, metadata, and SEO strategies for ICAO's content, enhancing online discoverability and extending ICAO's digital reach.
- Organize and manage digital assets, including photos, videos, and graphics, ensuring efficient access and optimal use across ICAO's platforms.
- Develop engaging content for both organic and paid social media posts, promoting ICAO's ongoing projects and highlighting new initiatives to broaden ICAO's digital audience.

Function 4 (incl. Expected results)

Contributes to operational efficiency and team collaboration, achieving results such as:

- Maintain organized records and working documents, following ICAO's established documentation protocols to support operational efficiency.
- Work closely with internal teams and external stakeholders to streamline marketing processes, ensuring seamless collaboration across ICAO's marketing functions.
- Complete mandatory organizational training, participate in knowledge-sharing sessions, and stay informed on the latest industry trends to enhance ICAO's marketing and communication efforts.

Function 5 (incl. Expected results)

Performs other related duties as assigned.

IMPACT OF THE OUTCOME OF THE POSITION

The effective performance of this role will directly support ICAO's strategic communication and revenue-generation objectives by strengthening the Organization's digital outreach and global engagement. Through the successful planning and execution of targeted marketing campaigns and social media strategies, the incumbent will enhance the visibility and accessibility of ICAO's products, services, and events. This increased visibility will contribute to broader stakeholder participation, improved alignment of messaging across ICAO's internal and external partners, and expanded reach to Member States and global aviation actors. The outcome of the position will support organizational goals related to capacity development, implementation support, and the promotion of ICAO's leadership role in international civil aviation.

WORK RELATIONS AND CONTACTS

The incumbent coordinates closely with internal and external stakeholders to ensure the effective execution of digital marketing and communication strategies that support ICAO's Strategic Objectives. While operating under the supervision of the Marketing Manager, the incumbent exercises autonomy in managing assigned tasks and contributes to cross-functional coordination and stakeholder engagement, as follows:

a) Inside the Organization	
<ul style="list-style-type: none">• Marketing Team	Core team responsible for daily planning and execution of strategic marketing and communication efforts.

• Design Team	Ensures cohesive branding and visual alignment across all promotional materials.
• Sales Team	Collaborates to align messaging with value propositions and maximize the visibility of ICAO offerings.
• Bureau Focal Points	Supports inter-bureau coordination to align strategic priorities and promotion efforts.
b) Outside the Organization	
• Event Sponsors and Exhibitors	Enhances stakeholder engagement and satisfaction by aligning promotional efforts with expectations.
• Media & International Organizations	Strengthens global outreach and visibility through coordinated messaging and media relations.

QUALIFICATIONS AND EXPERIENCE

Education

Essential: an advance-level university degree (Master's degree or academic equivalent in marketing, communications, journalism, e-commerce, or a related field. A first-level university degree, in combination with two additional years of qualifying experience in marketing, communications, journalism, e-commerce, or a related field, may be accepted in lieu of the advanced university degree.

Professional experience

Essential

- A minimum of two (2) years of experience in communications, digital marketing, or a similar role, ideally within government, international organizations, or non-profit sectors.
- Demonstrated experience in developing and executing marketing campaigns, with hands-on skills in email marketing, social media platforms, and CRM systems.
- Proficiency with marketing automation tools and digital advertising, including paid campaigns on platforms such as Google, LinkedIn, X (formerly Twitter), and Facebook.
- Strong ability to create and edit marketing copy that resonates with target audiences, adapting language and style to fit ICAO's objectives and diverse audiences.
- Experience working within a cross-functional team structure to support cohesive, organization-wide communication and marketing goals.

Desirable

- Experience with social media management tools, SEO strategies, and engagement tactics tailored to international audiences.
- Experience with web analytics, data-driven decision-making, and the ability to summarize key insights for strategic recommendations.
- Experience in video production, including live streaming, editing, and using software like Adobe Premiere and After Effects.

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

Core Competencies:

Professionalism: Excellent written and verbal communication skills, with the ability to convey ICAO's mission and goals to a global, multilingual audience; strong creative skills with the ability to adapt messaging across multiple formats, ensuring consistency with ICAO's branding and visual standards; high level of accuracy in all aspects of work, including content creation, editing, and data segmentation for targeted campaigns; 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.

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; tailors 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.

Creativity: Actively seeks to improve programmes or services; offers new and different options to solve problems or meet client needs; promotes and persuades others to consider new ideas; takes calculated risks on new and unusual ideas; thinks "outside the box"; takes an interest in new ideas and new ways of doing things; is not bound by current thinking or traditional approaches.

MODE OF SECONDMENT

The duration of the secondment is two (2) years, which can be extended for an additional one (1) year and thereafter, depending on need for the subject matter expert. The seconded individual 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 Trusted 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 the purpose of 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.