

PUBLIC OUTREACH – MEDIA COORDINATOR

Duty station: Sarajevo

Contract type: National

Grade: 7

PURPOSE AND SCOPE OF THE POSITION

The responsibility of the Public Outreach/Media Coordinator is to conceptualise and produce public information campaigns in BiH aimed at informing the public of the importance and benefits of the reform of the legal system in creating jobs and providing security in accordance with the policies of the Office of the High Representative (OHR), and providing information on specific issues that require support from the citizens. Public Outreach/Media Coordinator will work under the general and direct supervision of the Head of the Rule of Law Pillar and the Deputy Head of the pillar. However, the position will require close coordination and cooperation with the Media Department of OHR.

DUTIES AND RESPONSIBILITIES

- Devise and develop strategy for public information on legal reform issues as per guidelines from the High Representative and the PIC Conclusions;
- Within this framework, conceptualise specific public information campaigns in conjunction with the relevant units of the Rule of Law Pillar and manage and control all aspects of the campaigns, including the production of all sub-contracted elements and the placement of the campaigns;
- Pay particular attention to the public information needs of legal reform measures and report to the Head of Rule of Law Pillar on all public information matters related to rule of law issues;
- Particular emphasis should be placed upon the development of programs

targeted at young people in order to inform them about the benefits which will ensure from the establishment of the rule of law and to inform them about the various programs and projects intended to institute the rule of law in BiH;

- The coordinator should be particularly adapt at devising programs which can be implemented to create public awareness without purchasing media space, including such methods as speakers programs, brochures, appearance on new programs, etc.
- Advise OHR spokespeople how to support public information campaigns regarding rule of law issues in their daily work, e.g. by suggesting statements and press releases and providing talking points;
- Coordinate OHR's public information work with the activities of other international organisations running public information campaigns regarding rule of law issues; primarily SFOR, OSCE, Council of Europe, European Commission, USAID and UNHCR with the goal of sharing expertise, avoiding overlaps and optimising the use of resources;
- Carry out other duties as required.

PROFESSIONAL REQUIREMENTS AND QUALIFICATIONS

- University degree, preferably in a related field;
- Minimum of three years of public affairs, journalistic or public relations experience;
- Proven writing skills and superior use of the English Language, fluency in French would be an asset;
- Thorough understanding of goals and objectives of the Rule of Law Pillar;
- Ability to work both independently and as part of a team;
- Fluency in local language;

Any person with this overall professional profile who wishes to be considered for the position should submit (in English) a CV and one page cover letter with references to:

**Personnel Department
Office of the High Representative
Emerika Bluma 1, 71 000 Sarajevo
Bosnia and Herzegovina**

Fax: ++387 33 283 771

E-mail: application@ohr.int

Reference No. 2003/206 must be quoted

Closing date for applications: 25 July 2003

Only short-listed candidates will be contacted

No telephone inquiries please