

Position Title : **Head, Goodwill Ambassador and Celebrity Engagement**
Duty Station : **Geneva, Switzerland**
Classification : **Professional Staff, Grade P4**
Type of Appointment : **Fixed term, one year with possibility of extension**
Estimated Start Date : **As soon as possible**
Closing Date : **24 April 2024**

Established in 1951, IOM is a Related Organization of the United Nations, and as the leading UN agency in the field of migration, works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants.

IOM is committed to a diverse and inclusive work environment. Read more about diversity and inclusion at IOM at www.iom.int/diversity.

Applications are welcome from first- and second-tier candidates, particularly qualified female candidates as well as applications from the non-represented member countries of IOM. For all IOM vacancies, applications from qualified and eligible first-tier candidates are considered before those of qualified and eligible second-tier candidates in the selection process.

For the purpose of this vacancy, the following are considered first-tier candidates:

1. Internal candidates
2. External female candidates:
3. Candidate from the following non-represented member states:
Antigua and Barbuda; Barbados; Botswana; Cabo Verde; Comoros; Congo (the); Cook Islands; Dominica; Fiji; Grenada; Guinea-Bissau; Holy See; Iceland; Kiribati; Lao People's Democratic Republic (the); Madagascar; Marshall Islands; Micronesia (Federated States of); Namibia; Nauru; Palau; Saint Kitts and Nevis; Sao Tome and Principe; Solomon Islands; Suriname; The Bahamas; Tonga; Tuvalu; Uzbekistan; Vanuatu

Second tier candidates include:

All external candidates, except candidates from non-represented member states of IOM and female candidates.

Context:

Under the overall supervision of the Director General and direct supervision of the Head of Private Sector Partnerships Division, the Head, Goodwill Ambassador and Celebrity Engagement will be responsible for establishing IOM's Goodwill Ambassador and Celebrity Engagement programmes.

The Private Sector Partnerships Division (PSP) sits within the Office of Partnerships, Advocacy and Communications with the overall oversight of the Director General. PSP builds partnerships with the private sector that enable IOM's strategic priorities and engage the private sector as a key stakeholder in migration through impactful and innovative partnerships. PSP leads strategic outreach and engagement with the private sector and provides Headquarters, Regional and Country Offices with assistance and expertise relating to initiating, establishing, and maintaining

partnerships with the private sector. PSP is responsible for the development and implementation of IOM's Private Sector Strategy which provides a framework for how IOM engages with the private sector to support safe, orderly and regular migration. PSP oversees engagement with the private sector, establishes and coordinates IOM's private sector partnerships due diligence process, builds staff capacity in private sector partnership-building and oversees the Goodwill Ambassador programme and celebrity partnerships.

The private sector engagement strategy 2023 – 2027 sets forth a proven approach based on three main pillars – impact, income, and innovation. The strategy assists IOM to enhance partnerships with the private sector to foster change in corporate values and practices; enhance protection of migrants' rights; generate innovative technical partnerships that capitalize upon business expertise and capabilities and grow flexible funding that can support programme implementation and impact globally and advance implementation of the Global Compact for Migration.

Core Functions / Responsibilities:

1. Oversee the implementation of IOM's Goodwill Ambassador (GWA) Programme ensuring alignment with strategic plan and vision.
2. Conduct comprehensive and ongoing research, prospecting, and recruitment of celebrity partners, leveraging personal networks and aligning efforts with organizational objectives.
3. Lead the review process for potential Global Goodwill Ambassador candidates, with support to regional and national GWA focal points, ensuring adherence to due diligence instructions.
4. Manage the day-to-day activities of existing Goodwill Ambassadors and celebrity partners, directing efforts in support of key organizational objectives related to advocacy, fundraising, and awareness-raising.
5. Take the lead as the coordination expert on specified field missions with Goodwill Ambassadors, ensuring seamless delivery of objectives and impactful communications outputs across diverse platforms.
6. Provide expert advice and support to staff acting as Focal Points to other Goodwill Ambassadors, ensuring adherence to IOM's official Goodwill Ambassadors Guidelines.
7. Lead IOM Headquarters (HQ) and Regional Office (RO)/ Country Office (CO) on celebrity engagement guidance and successful implementation.
8. Create and maintain GWA support reference folder for all onboarding RO and GWAs
9. Oversee and enhance the quality of annual reporting on the activities of Goodwill Ambassadors and celebrity partnerships.
10. Support the coordination and provide strategic support for fundraising and communications campaigns and partnerships, including GWAs, celebrity's engagement, emergency campaigns, and digital initiatives.
11. Support monitoring and evaluation efforts to gauge the impact and Return on Investment (ROI) of GWAs and celebrity engagement, contributing valuable insights for continuous improvement.
12. Steer specific key media and communications moments with Goodwill Ambassadors, demonstrating excellence in writing key messages, support in drafting media releases, briefing Ambassadors for interviews, delivering speeches, creating captivating captions and quotes, and scripting films for impactful social media dissemination.

13. Create key moments to highlight the impactful work of IOM with celebrities for social media and overall communications.

14. Perform additional duties as required for the successful implementation of the Private Sector Strategy.

Required Qualifications and Experience:

Education

- Master's degree in Journalism, Public Affairs, Political Science, Strategic Communications, Event Management, Talent Management, or related field from an accredited academic institution with seven years of relevant professional experience; or,
- University degree in the above fields with nine years of relevant professional experience.

Experience

- Strong and proven experience in celebrity recruitment and management with renowned celebrities in the UN system;
- Strong experience in program and large-scale event management in the UN system;
- Experience in the entertainment industry including music and concert production;
- Experience in managing celebrity projects with multimedia components, including broadcast, print, film, photographic, and social media;
- Proven experience of international development, including hosting VIPs on field missions in coordination with UN country offices; and,
- Strong experience in working with all stakeholders from private sector, civil society, government, UN System, non-governmental organization (NGO), etc.

Skills

- Proven ability to establish and leverage a global network, ensuring a commitment to bring influential global Goodwill Ambassadors on board at IOM.
- Excellent networking and partnership building skills;
- Strong negotiation skills;
- Strong organizational and coordination skills;
- Ability to build consensus across various departments;
- Strong program and event management skills;
- Proficient in Microsoft applications (Word, Excel, Outlook, SharePoint, PowerPoint) and other design software;
- Excellent verbal and written communication skills;
- Excellent ability to think of and deliver rapid solutions;
- Strong organizational and editorial skills; and,
- Excellent problem-solving skills with the ability to analyze complex problems and identify clear.

Languages

IOM's official languages are English, French, and Spanish. All staff members are required to be fluent in one of the three languages.

For this position, fluency in English is required (oral and written). Working knowledge of another official UN language (Arabic, Chinese, French, Russian, and Spanish) is an advantage.

Proficiency of language(s) required will be specifically evaluated during the selection process, which may include written and/or oral assessments.

Notes

- The duty station is in Geneva, Switzerland.
- Subject to approval the selected candidate may be authorized to telecommute.

¹ Accredited Universities are the ones listed in the UNESCO World Higher Education Database (<https://whed.net/home.php>).

Required Competencies:

Values - all IOM staff members must abide by and demonstrate these five values:

- **Inclusion and respect for diversity:** Respects and promotes individual and cultural differences. Encourages diversity and inclusion.
- **Integrity and transparency:** Maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- **Professionalism:** Demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.
- **Courage:** Demonstrates willingness to take a stand on issues of importance.
- **Empathy:** Shows compassion for others, makes people feel safe, respected and fairly treated.

Core Competencies – behavioural indicators level 3

- **Teamwork:** Develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **Delivering results:** Produces and delivers quality results in a service-oriented and timely manner. Is action oriented and committed to achieving agreed outcomes.
- **Managing and sharing knowledge:** Continuously seeks to learn, share knowledge and innovate.
- **Accountability:** Takes ownership for achieving the Organization's priorities and assumes responsibility for own actions and delegated work.
- **Communication:** Encourages and contributes to clear and open communication. Explains complex matters in an informative, inspiring and motivational way.

Managerial Competencies – behavioural indicators level 3

- **Leadership:** Provides a clear sense of direction, leads by example and demonstrates the ability to carry out the Organization's vision. Assists others to realize and develop their leadership and professional potential.
- **Empowering others:** Creates an enabling environment where staff can contribute their best and develop their potential.
- **Building Trust:** Promotes shared values and creates an atmosphere of trust and honesty.
- **Strategic thinking and vision:** Works strategically to realize the Organization's goals and communicates a clear strategic direction.
- **Humility:** Leads with humility and shows openness to acknowledging own shortcomings.

IOM's competency framework can be found at this link.

https://www.iom.int/sites/default/files/about-iom/iom_revised_competency_framework_external.pdf

Competencies will be assessed during a competency-based interview.

Other:

Internationally recruited professional staff are required to be mobile.

Any offer made to the candidate in relation to this vacancy notice is subject to funding confirmation.

This selection process may be used to staff similar positions in various duty stations. Recommended candidates endorsed by the Appointments and Postings Board will remain eligible to be appointed in a similar position for a period of 24 months.

The list of NMS countries above includes all IOM Member States which are non-represented in the Professional Category of staff members.

Appointment will be subject to certification that the candidate is medically fit for appointment, accreditation, any residency or visa requirements, and background verification and security clearances. Subject to certain exemptions, vaccination against COVID-19 will in principle be required for individuals hired on or after 15 November 2021. This will be verified as part of the medical clearance process.

Vacancies close at 23:59 local time Geneva, Switzerland on the respective closing date. No late applications will be accepted.

How to apply:

Interested candidates are invited to submit their applications via PRISM, IOM e-Recruitment system, by 24 April 2024 at the latest, referring to this advertisement.

IOM only accepts duly completed applications submitted through the IOM e-Recruitment system. The online tool also allows candidates to track the status of their application.

Only shortlisted candidates will be contacted.

For further information please refer to: www.iom.int/recruitment

Posting period:

From 11.04.2024 to 24.04.2024

No Fees:

IOM does not charge a fee at any stage of its recruitment process (application, interview, processing, training or other fee). IOM does not request any information related to bank accounts.

Requisition: VN 2024 214 Head, Goodwill Ambassador and Celebrity Engagement (P4) Geneva, Switzerland (58780888) Released

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