

INTERNATIONAL PAHO CONSULTANT TERMS OF REFERENCE

Objectives of the Department

The objective of the Health Emergencies Department (PHE) of the Pan American Health Organization (PAHO/WHO) is to increase health sector resilience to emergencies and disasters. PHE assists Member States to strengthen the health sector's capacities in prevention, risk reduction, preparedness, surveillance, response, and early recovery for emergencies and disasters related to any hazards (natural, man-made, biological, chemical, radiological and others) and, when national capacities are overwhelmed, to lead and coordinate the international health response to contain disasters, including outbreaks, and to provide effective relief and recovery to affected populations. PHE is responsible for ensuring the implementation and updating of the PAHO/WHO Institutional Emergency and Disaster Response Policy.

Objectives of Web Designer and Communications Assistant:

The Health Emergencies Department (PHE) of the Pan American Health Organization (PAHO/WHO) is looking for a Communication Assistant responsible for managing the flow of information to, and the update and maintenance of the Organization's COVID-19 web pages. This position requires a combination general knowledge of web publishing (HTML, CSS, image editing) and aesthetics (understanding element arrangements on the screen, the color and font choices, and so on). The best candidates should have a strong understanding of web publishing and communication. Experience with web publishing preferred. In addition, an understanding of the entire web development process, including design, development and deployment is desirable. Requires fluency in English and Spanish; working knowledge of French and/or Portuguese would be a plus.

Other Qualifications:

- Develop new capabilities for sites.
- Maintain site configurations and stability.
- Knowledge of available modules for Drupal and leverage of existing modules.
- Develop customer sites within the Organizational parameters already defined to meet their specific needs.

Social Media Management – Purpose and objectives:

Under the guidance and supervision of the Communication Officer, the consultant will assist PAHO Health Emergencies Department in: (1) development and production of multimedia content in order to increase media reach & visibility effectiveness, (2) web-related activities, including transfer to the new website and social media in outreach and (3) integrating digital into all aspects of implementation of the Country Communications Strategy in line with the Global Communication and Public Advocacy Strategy

Other Qualifications:

- Maintain a web and social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar.
- Monthly web and social media calendar created and adhered to.
- Actively engage with online audiences through social media channels.
- Social media packs prepared for all key events, dates, launches, etc. where appropriate.
- Timely responses to messages and comments, monthly reports on levels of engagement.
- Experience elaborating engaging social media messages for the general public, using emojis and images.
- Knowledge of the Public Health Field.
- Expert in elaborating communications strategies for social media.

Duration of the assignment: 3 months

Location: Remote

Salary: \$5,166 monthly

**Interested candidates, please submit your most recent CV to fernandviv@paho.org,
by 30 April 2020.**