Communications Unit

Head of Communications

1. **INTRODUCTION**

The World Customs Organization (WCO) is an independent intergovernmental body, established in 1952 as the Customs Co-operation Council (CCC), whose mission is to enhance the effectiveness and efficiency of Customs services across the globe. The WCO represents 186 Customs administrations that collectively process approximately 98% of world trade. As the global centre of Customs expertise, the WCO is the only international organization with competence in Customs matters.

As a forum for dialogue and exchange of experiences between national Customs delegates, the WCO offers its Members a range of Conventions and other international instruments, as well as technical assistance and training services provided either directly by the Secretariat, or with its participation. The Secretariat also actively supports its Members in their endeavours to modernize and build capacity within their national Customs administrations.

The WCO is currently in the process of implementing a Modernization Plan and, as part of those initiatives, is looking to expand its visibility to a larger audience and improve lay audiences’ understanding of Customs and its contributions.

2. **MAIN ACCOUNTABILITIES**

Under the supervision of the Chief of Staff (currently the Head of Administration and Personnel pending the appointment of a Chief of Staff), the Head of Communications will focus on the following key activities:

- Managing the Communications team;
- Developing the Organization’s communications strategy in consultation with the management team;
- Preparing and executing a yearly communication plan, including:
  - Developing communication campaigns;
  - Drafting and reviewing written communications designed to promote WCO activities, instruments and tools (articles and press releases, video scripts, brochures and other communication materials, social media posts, etc.);
• Coordination and management of relationships with the Organization’s website and WCO News service providers;
• Managing media relations (forging and actively maintaining contacts with the media, representing the Organization with the press);
• Ensuring an adequate presence on social media channels (with measurement of performance and articulation of targets);
• Formulating specific communication performance indicators and actively collecting feedback from our target audiences;
• Producing the WCO News Magazine;
• Supervising arrangement of visits to the Organization by requesting WCO Members and stakeholders;
• Participating in the development of a new website and ensuring its maintenance while seeking continual improvements.

3. **EDUCATION**

• A Master’s degree in Communications, Public Relations, Journalism, or a related field. A PhD or other advanced degree would be an advantage.

4. **ESSENTIAL QUALIFICATIONS AND EXPERIENCE**

• A minimum of ten years of progressively responsible experience in strategic communications, public relations, or media relations, preferably in an international or intergovernmental organization;
• Proficiency in English and French, the official languages of the WCO. Knowledge of additional languages is an advantage;
• Strong writing and editing skills, with the ability to produce high-quality communication materials in both official languages;
• Proven track record in developing and implementing comprehensive communication strategies;
• Established network of media contacts and the ability to effectively engage with international and professional media outlets;
• Proficiency in content creation for various platforms (print, online, social media) and experience managing an organization’s digital presence;
• Excellent interpersonal and communication skills, with the ability to convey complex information clearly and concisely;
• Experience in providing communications-related advice and briefings to managers to facilitate decisions;
• Demonstrated experience in supervising a small number of staff;
• Ability to work in, or adapt to, an international and multicultural environment;
• Very good organizational skills and attention to detail;
• A sense of initiative and responsibility combined with good judgment in identifying issues that warrant elevation to senior officials;
• Analysis and diagnostic abilities, as well as powers of persuasion and motivation for a rigorous follow-up of action plans and projects, this includes strong communication, teamwork, sales, marketing and negotiation skills;
• Good skills in time management, while also showing a flexible and adaptable approach, including problem-solving skills and diplomacy and ability to work under pressure and to deliver products for an agreed deadline.

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5. **LANGUAGES**

- Proficiency in English and French.
- Knowledge of other languages would be an asset.

6. **CONTRACT AND CONDITIONS**

- Staff member under graded official WCO contract of 5 years (with possibility of renewal);
- Recruitment under grade A3, step 1;
- Probationary period: 6 months;
- Full-time employment (37 hours and 40 minutes weekly) at the WCO Headquarters in Brussels, Belgium;
- 30 days of annual paid leave;
- Salary based on Coordinated Organizations scale/starting salary amount of 7,651.78 EUR/month (remuneration exempted from income tax in Belgium);
- Allowances and supplements based on eligibility; and
- Compulsory WCO health insurance deducted from the salary (around 72 EUR/month), as well as life insurance (around 40 EUR/month).
- Starting date: as soon as possible

*This position is subject to the WCO Staff Manual. If a candidate is related to current WCO staff members (spouse, father, mother, son, daughter, brother or sister), he/she is required to expressly indicate this in the application.*

7. **APPLICATION AND RECRUITMENT PROCESS**

The onus is on the applicant to demonstrate how he/she meets each of the essential qualifications and requirements. Applicants are encouraged to detail concrete achievements in their CVs and/or in their cover letters as well as include references.

Only short-listed candidates will be contacted for an assessment, which may include a written test and/or an interview. All short-listed candidates may be requested to provide copies of their original diploma, certificates and proof of relevant experience. Pre-selected candidates may also be subject to reference checks to confirm the information provided in the application.

Interested candidates should submit their application for review no later than **9 September 2024**, including a CV and cover letter in English or French by e-mail to: head.communications@wcoomd.org indicating clearly in the email subject matter box the vacancy for which they are applying.

*The evaluation of applicants will be conducted on the basis of the information submitted in the application according to criteria of the position and the WCO applicable rules.*

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8. ADDITIONAL INFORMATION

The WCO values commitment to the principles of integrity, transparency and accountability as well as values of gender equality and diversity among its staff members. Applications from qualified women and men will receive equal treatment and due regard will be paid to the importance of recruiting nationals from WCO Members on as wide a geographical basis as possible. The age limit for employment at the WCO is 65. Please note that the WCO Headquarters is a non-smoking environment.