

TERMS OF REFERENCE

Department: Group on Earth Observations (GEO) Secretariat

Section: Communications and Partnerships

Title of post: Strategic Communications Officer

Grade: P3

Duty Station: Geneva, Switzerland or remote

1. ORGANIZATIONAL SETTING AND REPORTING RELATIONSHIPS

The Group on Earth Observations (GEO) is an intergovernmental partnership that provides trusted Earth Intelligence as a public good to support evidence-based decision-making. Hosted by the World Meteorological Organization, GEO brings together 116 governments and over 160 organizations, including leading space agencies, research institutions, UN bodies, and private sector innovators. Through interdisciplinary collaboration, GEO empowers everyone, everywhere, to access and contribute to open, actionable Earth observation data; enabling better decisions for people, planet, and nature.

Under the supervision of the Secretariat Director, the incumbent will be responsible for designing, implementing and evaluating GEO's strategic communications, branding and outreach programmes. The role involves working proactively and independently within a team of specialists, with responsibility for high-quality communication products, media engagement, event communications, and brand consistency across GEO initiatives.

The incumbent is expected to interpret GEO branding and editorial guidelines to meet emerging communication needs and may adapt tools and processes to improve impact. Supervision will be primarily results-oriented, with regular consultations and performance reviews.

2. DUTIES AND RESPONSIBILITIES

The Strategic Communications Officer will:

1. **Design and implement** GEO communications and outreach programmes that convey GEO's value proposition to global stakeholders, ensuring alignment with strategic objectives.
2. **Identify and leverage** events and opportunities—at global, regional and national levels—to promote GEO's key messages and achievements.
3. **Develop and produce** communication materials, publications, media releases, reports, web and social media content tailored to diverse audiences.

4. **Create and maintain** media packages, templates and toolkits to support GEO events (e.g., GEO Forum, GEO Symposium, Programme Board meetings) and media outreach activities.
 5. **Ensure consistent branding and editorial style** across all communications, in line with GEO's visual identity and editorial standards.
 6. **Support event communications**, including media relations, press engagement, and on-site or virtual coverage.
 7. **Collaborate** with GEO Work Programme leads and partners to gather, package and disseminate GEO success stories and impact case studies.
 8. **Monitor and evaluate** communication activities, using data and feedback to continuously improve outreach and engagement.
 9. Perform other related duties as assigned.
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3. WORK RELATIONSHIPS

The role requires frequent interaction with:

- GEO Members, Participating Organizations, and Associates.
 - International media outlets and journalists.
 - Event organizers and partner communication teams at national, regional, and global levels.
 - Internal Secretariat staff, including thematic and technical leads.
 - Representatives from UN agencies, intergovernmental bodies, NGOs, academia, and the private sector.
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4. QUALIFICATIONS

Education:

Advanced university degree (Master's or equivalent) in communications, journalism, public relations, international relations, marketing, or a related field. A first-level degree with two additional years of directly relevant experience may be accepted in lieu of the advanced degree.

Experience:

At least five years of progressively responsible experience in communications, public information, or outreach, including experience in:

- Designing and implementing strategic communications programmes.
- Synthesizing technical content and drafting into clear, concise, audience-appropriate writing. Demonstrated experience producing briefs, reports, concept notes, and other communications tools.
- Managing event communications and media relations.
- Applying consistent branding and editorial standards.
- Using digital platforms and social media for stakeholder engagement.

Experience in an international, multicultural context and familiarity with environmental or scientific communication would be an asset.

Languages:

Fluency in English (both oral and written) is required. Knowledge of another UN language is an asset. Note: The working language of the GEO Secretariat is English.

Other Requirements:

Strong interpersonal skills, creativity, initiative, and ability to manage multiple priorities under tight deadlines. Competence in content management systems, graphic design tools, and social media analytics.