Operational Directive Ref. OD.ED.2018.03
Communications

Authority:

This Operational Directive (OD) is promulgated by the Executive Director.

Purpose:

The purpose of this OD is to define the high level principles and main roles, and responsibilities relating to internal and external communications at UNOPS.

Effective Date:

This OI shall become effective immediately.

Promulgation Date:

03 Apr 2018

Consequential changes:

N/A

[signature redacted]

Grete Faremo
Executive Director

1. Introduction

1.1. As a subsidiary organ of the United Nations, UNOPS has a responsibility to communicate details of our activities for the benefit of Member States and the people they represent.

1.2. UNOPS reputation is central to any decision by any interested party to work with UNOPS, making it an important asset. It is necessary to both promote UNOPS activities and expertise, as well as to protect the organization's reputation.

1.3. While delivering services of consistent quality throughout the organization is fundamental to promoting and protecting UNOPS reputation, managing that reputation is also essential, especially given the role of the organization operating in challenging environments.

1.4. This involves simultaneously addresses multiple stakeholders through a communications function responsible for positioning the entire organisation, and maintaining a coherent brand and corporate identity.

1.5. Recognizing the role of non-communication personnel in public information and communications, certain principles should be adhered to when communicating and sharing authorized information relating to UNOPS.

1.6. In this context, the purpose of this OD is to establish high level principles regarding communications at and relating to UNOPS, as well as the main roles and responsibilities in this regard.

2. Principles

2.1. Only duly authorized personnel shall speak on behalf of UNOPS officially, in particular in the media.

2.2. Both in their official and personnel capacities, UNOPS personnel shall uphold United Nations standards of ethics, integrity and transparency including when using social media, and in particular when sharing authorized information about UNOPS.

2.3. The name and logo of UNOPS shall be used in accordance with the Operational Instruction to be promulgated under this OD in this regard. In particular, unless stated otherwise, the acronym UNOPS shall be used when referring to the Organization.

2.4. UNOPS recognizes that accountability and transparency are fundamentally important to carrying out its mandate as part of the United Nations system.

2.5. As a steward of public funds directly accountable to its governing body and partners, UNOPS is committed to operate in an open and transparent manner, and shall put in place effective policies to ensure relevant information is available and accessible.

2.6. UNOPS is committed to providing corporate information on its website in English, French and Spanish, as well as in other languages in some limited cases where and when relevant, subject to budget availability and business and strategic priorities. However, not all information made publically available shall be translated.

2.7. UNOPS shall also put in place effective crisis communications to control and mitigate UNOPS reputational risk in case of critical events.

2.8. UNOPS communications shall be channelled through a wide range of media and tailored to specific audiences depending on the subject matter and objectives.

2.9. External and internal audiences shall delineate UNOPS communications function.

2.10. In accordance with strategic ambitions, external communications shall be responsible for increasing the visibility of the organization through the promotion of its activities and expertise.

2.11. Internal communications shall fulfil a co-ordination role, responsible for supporting common understanding across the organization, and in doing so, helping personnel work together towards delivering on UNOPS strategic plan.

3. Roles and Responsibilities

3.1. It shall be the responsibility of all UNOPS personnel to promote and protect UNOPS reputation in accordance with UNOPS policies, strategic and communications plans;

3.2. In particular, the Director, Communications Group, shall be responsible to:

- Develop and implement effective external and internal communication strategies to promote UNOPS activities and expertise in accordance with UNOPS strategic plan.
- Promulgate required Operational Instructions (OIs) to operationalize this OD, in particular regarding media relations, official use of UNOPS logo, social media, and crisis communications.