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## ASSOCIATE COMMUNICATION OFFICER (SOCIAL MEDIA)

Post Number : CPE 083

Grade : P-1 / P-2

Parent Sector : Division for Communications and Public Engagement (CPE)

Duty Station: Paris

Job Family: Public Information

Type of contract : Fixed Term

Duration of contract : 2 years, renewable

Recruitment open to : Internal and external candidates

Application Deadline (Midnight Paris Time) : 02-MAR-2023

UNESCO Core Values: Commitment to the Organization, Integrity, Respect for Diversity, Professionalism

### OVERVIEW OF THE FUNCTIONS OF THE POST

Under the overall authority of the Director for Communications and Public Engagement (CPE) and the direct supervision of the Head of Digital Content, the incumbent shall assist the Social Media Coordinator in the implementation of the Social Media Strategy and Social Media Guidelines in order to contribute to the three fundamental objectives of the Division for Communications: Inform, Inspire and Engage the public.

The incumbent develops social media content and ensures its consistency with UNESCO's Communication Strategy, UNESCO's mandate and organizational priorities. Working in close coordination with the Chief of Digital Content, the Communications Strategic Planning Team and the Director of the Division, s/he will coordinate social media campaigns with the CPE specialists, communication focal points in the programme sectors and subject specialists.

The incumbent makes sure that UNESCO's global narrative and vision is reflected in each and every message sent on social media platforms, in all of the official languages of UNESCO. S/He is also the main interlocutor for the monitoring and social listening on UNESCO's social media presence, giving insights on key performance indicators and statistics, ensuring the strengthening of UNESCO's presence and impact.

In particular, the incumbent will:

#### 1. Implementation of the Social Media Strategy & Guidelines

- Work with Sectors' communications focal points and CPE's communications specialists to ensure message consistency and graphic coherence, to create engaging social content.
- Coordinate with the Communications Strategic Planning and Priorities team to update the Communications Planning Grid with social media input and ensure that activities focus on UNESCO's communications priorities.

#### 2. Coordination of social media campaigns

- Develop and assess social media components for communications campaigns and contribute to the design of strategies to maximize outreach to global audiences and increase awareness on the UNESCO role, messages, activities, and special events, through organic, earned and paid media on social media platforms.

#### 3. Development of social media content

- Assist in the strategical planning, creating and editing of engaging multimedia content to further develop UNESCO presence on a range of major social media platforms.
- Maintain a consistent brand tone on different social media platforms, in all UNESCO official languages.
- Review, fact-check, and edit completed work before posting.
- Ensure that all produced materials are accurate and of high quality.
- Ensure multilingual production and sharing of social media content.

#### 4. Monitoring and evaluation of communication material on social media platforms

- Monitor and evaluate results and impact of communication materials on social media platforms, reporting on developments, trends and attitudes, including demographic analyses of target audiences, through the use of social media listening tools, including talkwalker and other relevant tools.

### **COMPETENCIES (Core / Managerial)**

Communication (C)

Accountability (C)

Innovation (C)

Knowledge sharing and continuous improvement (C)

Planning and organizing (C)

Results focus (C)

Teamwork (C)

Professionalism (C)

For detailed information, please consult the [UNESCO Competency Framework](#).

### **REQUIRED QUALIFICATIONS**

**Education**

- Advanced university degree (Master's or equivalent) in global politics, strategic management or mass media communications or a related field.

**Work Experience**

- A minimum of 2 years of relevant professional experience in social media with proven social media campaigning experience, of which preferably 1 year acquired at international level.
- Proven experience in planning, organizing and coordinating social media teams.

**Skills and Competencies**

- Excellent writing and editorial skills.
- Proficiency with video and photo editing tools.
- Demonstrated ability to keep abreast of social media trends.
- Advanced knowledge of internet, social media, SEO and web analytics technologies.
- Excellent organizational and communication skills.
- Demonstrated creativity.
- Excellent project management skills and ability to manage competing priorities.
- Strong interpersonal skills with demonstrated ability to work and maintain effective working relationships within a multicultural environment.
- Problem-solving skills.

**Languages**

- Excellent knowledge of English or French and good knowledge of the other language.

**DESIRABLE QUALIFICATIONS****Work Experience**

- Professional experience in the United Nations System or in another international organization in the field of public information and social media.

**Languages**

- Knowledge of another official language of UNESCO (Arabic, Chinese, Russian and/or Spanish).

**BENEFITS AND ENTITLEMENTS**

UNESCO's salaries consist of a basic salary and other benefits which may include if applicable: 30 days annual leave, family allowance, medical insurance, pension plan etc.

The approximate annual starting salary for this post is 75 414 US \$.

For full information on benefits and entitlements, please consult our [Guide to Staff Benefits](#).

**SELECTION AND RECRUITMENT PROCESS**

Please note that all candidates must complete an on-line application and provide complete and accurate information. To apply, please visit the [UNESCO careers website](#). No modifications can be made to the application submitted.

The evaluation of candidates is based on the criteria in the vacancy notice, and may include tests and/or assessments, as well as a competency-based interview.

UNESCO uses communication technologies such as video or teleconference, e-mail correspondence, etc. for the assessment and evaluation of candidates.

Please note that only selected candidates will be further contacted and candidates in the final selection step will be subject to reference checks based on the information provided.

*UNESCO recalls that paramount consideration in the appointment of staff members shall be the necessity of securing the highest standards of efficiency, technical competence and integrity. UNESCO applies a zero-tolerance policy against all forms of harassment. UNESCO is committed to achieving and sustaining equitable and diverse geographical distribution, as well as gender parity among its staff members in all categories and at all grades. Furthermore, UNESCO is committed to achieving workforce diversity in terms of gender, nationality and culture. Candidates from non- and under-represented Member States ([last update here](#)) are particularly welcome and strongly encouraged to apply. Individuals from minority groups and indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the highest level of confidentiality. Worldwide mobility is required for staff members appointed to international posts.*

*UNESCO does not charge a fee at any stage of the recruitment process.*

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