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## HEAD OF UNIT (DIGITAL CONTENT)

Post Number : CPE 074

Grade : P-4

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 authority and the direct supervision of the Director of the Division for Communications and Public Engagement (CPE), the incumbent is responsible for the development and direct implementation of UNESCO's digital content strategy, on all digital platforms.

The incumbent is the Editor-in-chief of UNESCO digital platforms, including the website and social media. S/He makes sure that UNESCO's vision, messages and programmes are portrayed and showcased in a coherent and inspiring manner, making sure of the coherence and consistency of the content on all platforms and languages at any given time. S/He takes an active part in the drafting, editing and reviewing of main stories, web articles and social media posts, and controls the textual and audiovisual productions of UNESCO.

The incumbent makes sure UNESCO's digital platforms serve the communication strategy to inform, inspire and engage audiences, including partners and potential donors to support UNESCO's programmes and join UNESCO networks. The incumbent will coordinate the work of the web team, the social media team and audiovisual team, with the authority to develop content on all UNESCO's activities, in the most appropriate format, including long-read human stories, video interviews, podcasts, reportage, infographics and any other innovative editorial formats needed to showcase UNESCO's impact and engage potential partners and audiences.

In particular, the incumbent will:

- Coordinate and ensure the production of high-quality content on UNESCO digital platforms and quality engagement with target audiences.
- Implement UNESCO's social digital communication strategy and induce digital innovation on UNESCO's main channels: websites, social media channels and audiovisual platforms.
- Drive new uses of the technology, including emerging tools for corporate communications.
- Maintain efficient and updated digital outreach services as the backbone of the communication strategy of the Organization.
- Elaborate digital communication plans for events and campaigns, taking into account the strategic positioning of UNESCO on issues within its areas of competence, and evaluating the risks involved for the Organization's image and credibility.
- Supervise the implementation of digital communication plans, including the preparation, validation, translation, distribution and posting online (web, social media and audiovisual) of high quality information products, including videos and infographics.
- Manage and coordinate UNESCO's integrated digital platforms and provide digital solutions to enhance UNESCO's global advocacy and programmes.
- Plan, direct and coordinate the multiple online projects to build coherent and consistent content and navigational architecture for the integrated web platform (UNESCO public website, the Member States Portal and intranet).
- Analyse objectives of the projects proposed by Sectors, Field Offices and Institutes according to the respective purposes and audiences; provide guidance and professional advice on key messaging with plans, budgets and methodology; set up and verify quality standards in terms of content and users experience.
- Maintain UNESCO's integrated platform with updated and lively content materials.
- In collaboration with the Communications Strategic Planning and Priorities team, plan, monitor, and assess the results and impact of the Unit's work in the context of the Organization's communication strategy and priorities.
- Monitor the web and social media traffic and the impact of on-line communication in order to maximize the public's engagement with UNESCO's mission, mandate and programmes.

### **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)

Making quality decisions (M)  
Managing performance (M)  
Strategic thinking (M)  
Leading and empowering others (M)  
Driving and managing change (M)  
Building partnerships (M)

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

## **REQUIRED QUALIFICATIONS**

### **Education**

- Advanced university degree (Master's or equivalent) in strategic communication, digital services, brand management/design or corporate communication or a related field.

### **Work Experience**

- A minimum of 7 years of progressively responsible relevant professional experience in digital communications, of which preferably 3 years acquired at international level.
- A minimum of 5 years of relevant professional experience in webmastering, web editing and related positions.
- Solid experience of working in an online environment, with proven experience of creating and managing appropriate content for multiple audiences and stakeholders on multiple platforms, in positions of increasing responsibility.
- Extensive experience in project management.

### **Skills & Competencies**

- Strong analytical, problem solving, organizational and coordination skills.
- Excellent interpersonal and communication skills.
- Excellent drafting skills and a detail-oriented approach.
- Excellent knowledge of digital communications and web developments, including emerging technologies.
- Working knowledge of the fundamentals of graphic design and video content.
- Good knowledge of geopolitics in general.
- Demonstrated ability to address complex and sensitive issues with tact and diplomacy.
- Ability to take initiatives and to manage competing priorities, organize and prioritize workloads to meet established and short deadlines.
- Mature judgement, initiative, imagination and resourcefulness.
- Proven ability to provide strategic direction, plan and establish priorities and implement them effectively.
- Ability to manage and motivate staff and teams and to maintain effective working relationships in a multicultural environment.

### **Languages**

- Excellent knowledge (written and spoken) of English or French and good knowledge of the other language.

## **DESIRABLE QUALIFICATIONS**

### **Work Experience**

- Experience in private and/or public sector professional environments.
- Professional experience in the United Nations System or another international organization in the field of public information.

**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 115 757 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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