
VACANCY ANNOUNCEMENT Requisition No. 544390

Post title:	Communication Officer (Digital Governance) Open to the nationals of Armenia only
Category/Grade:	NO-1
Closing Date for Applications:	19 September 2021
Type of Appointment:	FIXED TERM full time appointment administered under the provisions of the UN Rules and Regulations

For every child, a champion

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

How can you make a difference?

UNICEF is looking for a motivated professional with experience of work in communication, print and broadcast media, or interactive digital media.

Under the guidance of the Communication Specialist, the Communication Officer (Digital Governance) will be responsible for planning, implementing, monitoring and evaluating an advocacy and communication strategy to get children's and women's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives in the country, and enhance the organization's credibility and brand.

Major Duties and Responsibilities

1. Communication materials

Ensure that the production of communication products and materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.

- Implement the tasks in the country communication work plan and strategy as assigned.
- Gather content and coverage of relevant country efforts to identify effective relevant country programme activities and results. Develop complementary, country specific and local community materials and activities.
- Support the production of communication materials (e.g. briefing notes, images, video. Web pages etc.) that meet the country and global standards as set out in the Communication Toolkit.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials for both web-based and traditional media, as appropriate.
- Follow up on the production of advocacy and communication materials (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the Communication Toolkit.
- Maintain an up-to-date documentation centre for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc.

- Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities;
- Recommend established contacts, networks, resources and processes to support communication activities.

2. Media relations

Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.

- Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.
- Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and administrative arrangements for them.
- Assist in collaborating with the media through activities such as organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)

3. Monitoring and evaluation

Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared on a timely basis.

- Assist in coordinating appropriate audience research and compiling and analysing relevant data.
- Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences, and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)
- Monitor the public perception of UNICEF in the country and recommend appropriate action to maintain a positive image for the organization.
- Assist in providing feedback to DOC on the use and appropriateness of global communication materials such as publications, images and multimedia products.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

4. Celebrities, partners and special events

Ensure that the Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), are maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the country programme goals.

- Help organize and generate public support for special events and activities to promote country programme goals.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Maintain and update celebrity and partner contact lists/database for country office.
- Monitor/document process and effectiveness of working with these individuals/organizations.
- Prepare background communication and promotional materials for briefings and visits of media, Goodwill Ambassadors, donors, National Committee representatives and other special interest groups. The task includes preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.

5. Digital governance

Ensure that the Country Office’s websites are regularly updated, develop and modify content for the local audience for websites, social media channels and new channels, if necessary (e.g. mobile), increase UNICEF’s online presence through social media to local audience and maximize traffic to websites.

- Maintain an innovative, engaging and informative website and social media accounts for the country audience
- Ensure that global UNICEF policies and standards are incorporated into all digital projects and ensure completeness of content and adherence to publishing standards
- Manage and implement ongoing site maintenance including troubleshooting solutions, updates and edits to content and copy across country websites
- Track and report on all digital metrics in line with the Global Communication and Public Advocacy Strategy, Annual Management Plan, annual reporting and country programme document indicators.

To qualify as an advocate for every child you will have...

Education:

- University degree in Communications, Journalism, Public Relations or related field.

Experience:

- One year practical professional work experience in communication, print and broadcast media, or interactive digital media;
- Field work experience;
- Background/familiarity with emergency situations;
- Three years experience in managing content and production for high traffic websites or social media platforms is an asset;
- Knowledge of Drupal CMS, Hootsuite and search engine optimization is an asset;
- Solid analytical skills with key performance metrics utilizing analytics tools (e.g. Google Analytics, Facebook Insights, etc.) is an asset.

Languages:

Fluency in Armenian and English is required. Knowledge of another official UN language, such as Russian, is an asset.

For every Child, you demonstrate...

UNICEF's values of Care, Respect, Integrity, Trust, and Accountability (CRITA) and core competencies in Communication, Working with People and Drive for Results.

The core competencies required for this post are:

- Demonstrates Self Awareness and Ethical Awareness (1)
- Works Collaboratively with others (1)
- Builds and Maintains Partnerships (1)
- Innovates and Embraces Change (1)
- Thinks and Acts Strategically (1)
- Drives to achieve impactful results (1)
- Manages ambiguity and complexity (1)

The functional competencies required for this post are:

- Analyzing (2)
- Applying technical expertise (2)
- Learning and researching (2)
- Planning and organizing (2)

Application Procedures: All qualified applicants are strongly encouraged to apply online, using the UNICEF E-Recruitment system and following the online application link.

Remarks:

UNICEF is committed to diversity and inclusion within its workforce, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of the organization.

Incomplete applications will not be considered. Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles.