



## CONSULTANCY - TERMS OF REFERENCE

# Giga – Social Media and Website Manager

*Division: Office of Innovation*

*Duration: 12 months*

*Duty Station: Barcelona, Spain*

### Advertising summary

We are seeking a creative and dynamic **Social Media and Website Manager** to join Giga, an initiative to connect every school in the world to the Internet and every young person to information, opportunity, and choice. The Social Media and Website Manager will take the lead in designing and implementing social media content strategy across Giga's six digital channels and optimizing Giga's website performance. The candidate will be responsible for elevating Giga's online presence, increasing digital traffic and engagements, and positioning the organisation for long-term success while building a positive image of social media as the go-to school connectivity project.

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.

### Child Safeguarding

Is this project/assignment considered as "Elevated Risk Role" from a child safeguarding perspective? ☐ YES ☒ NO

If YES, check all that apply:

**Direct contact role** ☐ YES ☐ NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

**Child data role** ☐ YES ☐ NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

## For every child...

UNICEF has a 75-year history of innovating for children. We believe that new approaches, partnerships, and technologies that support realizing children's rights are critical to improving their lives.

Over a third of the world's population has no regular access to the Internet. Millions of children leave school without any digital skills, making it much more difficult for them to thrive. This has created a digital divide between those who are connected and those who are not. UNICEF and ITU have therefore joined forces to create Giga, an initiative to connect every school in the world to the Internet and address this new form of inequality.

Working with 19 countries (and growing), Giga maps school connectivity in real-time, advises on appropriate technical solutions, creates models for innovative financing, and supports governments contracting for school connectivity. To date, Giga has mapped over 2.1 million schools, and connected over 5,500 schools.

You can read more about Giga's work at <https://giga.global/> and by following us on Twitter @Gigaglobal.

## How can you make a difference?

Under the supervision of Giga Communications Lead, the Social Media and Website Manager will oversee Giga's digital channels and tell the story of Giga's work to connect schools, with the aim of attracting new partners and donors through digital manner.

The primary focus will be on managing and producing content on existing digital platforms such as Twitter, LinkedIn, Instagram, and the website. The candidate will also lead the establishment of two new channels on YouTube and TikTok for Giga to reach a wider audience in 2023. As part of the strategy, the candidate should have experience growing an organic audience on social media.

In addition, this role is essential to establishing and managing relationships with communications focal points at the ITU's Secretary-General Office, UNICEF Office of Innovation, and UNICEF Country Offices for joint social media campaigns and cross-promotional content.

The Social Media and Website Manager will help gather stories of impacts, transform them into social media assets, and promote them across all Giga's channels. The candidate will engage and initiate social media activations to amplify Giga's impact and stories to the world.

Overall, this position is responsible for:

- Manage Giga's social media accounts, including creating and publishing content, engaging with the audience, and tracking and analyzing social media metrics.
- Maintain social media calendar and liaise with internal and external team on joint content and cross-promotion, including events and relevant international days.
- Manage the Giga's website, ensuring it is up-to-date, and reflective of the Giga's brand and mission.
- Manage social media advertising campaigns, including creating ad content, targeting audiences, and analyzing ad performance.
- Collaborate with communication focal points at ITU's Secretary-General Office and UNICEF Office of Innovation, including UNICEF Country offices around the world, to develop and deliver new content.
- Stay on top of news, platforms and language relating to connectivity, tech and education, seizing opportunities to partner with others.
- Escalate any issues on Giga's accounts as you see them and refer them to relevant parts of the Giga team - urgent customer questions, potential news stories, etc.
- Monitor relevant social media messages and respond throughout the day.

#### Your main deliverables will be:

- **Social Media Calendar & Strategy:** Develop a monthly social media plan and strategy across all social media channels. It includes the strategy, details of content pillars, and the post timing for each content.
- **Social Media and Website Engagement Report:** Provide regular reports on social media and website performance, including metrics such as engagement, reach, traffic, and make recommendations for improvement based on data analysis. This report will include analytics for advertising campaigns.
- **Social Media Pack for Digital Campaigns:** Develop a pack that consists of a collection of communication assets that can be shared for specific purposes or target audiences. It typically includes graphics, photos, videos or suggested captions to post for events or relevant international days.
- **Training of Giga's staff on how to contribute and create social media stories for Giga:** Organize and deliver training with Giga's staff to improve their communications and content creation skills.
- **Live coverage and social media support for in-person and online events:** Help promote Giga events on-site/online and cover them live on social media.

### Table of Deliverables:

Deliverable	End Products	Time Frame	Percentage of Payment
<b>1</b>	One-year content plan	Month 1	10%
<b>2</b>	Training of Giga staff on how to contribute to Giga's presence on social media	Month 2	5%
<b>3</b>	3.1. Social media calendar and strategy  3.2. Social media and website engagement report  3.3. Social media pack for events or digital campaigns  * The consultant is expected to collect, develop, and manage different content for each month	Month 2-12	80%
<b>4</b>	End of contract report – recommendations on future digital communications engagements	Month 12	5%
		TOTAL	100%

### Payment details and further considerations

- Payment of professional fees will be based on the submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.
- Consultant is responsible for his/her own health and travel insurance.
- Consultant is responsible to arrange his/her own travel, including visa.

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

- An advanced university degree (Master's or higher) in Communication, Journalism, Public Relations or related degree is required. A first University Degree coupled with 2 years of relevant experience could be considered in lieu of an advanced degree.

- A minimum of two (2) years of relevant working experience, ideally within the United Nations system, or at International Non-Governmental Organizations, foundations, governments, or academic institutions.
- Experience in managing social media for UN programmes or initiatives and NGOs is essential.
- Demonstrated ability to develop, execute, and analyze social media advertising campaigns.
- Strong copywriting skills: honing Giga's social media voice and applying it to all content.
- Graphic design and video editing skills are essential.
- Proficiency with Adobe Creative Suite Programs: Photoshop, Illustrator, InDesign.
- Tactful, can work under pressure, and is able to build positive relationships.
- Ability to thrive in a fast-paced and dynamic environment; proven track record working across a cross-functional team.
- Proficiency crafting creative, inspiring, stories that communicate complex concepts simply.
- Outstanding communication, teamwork, and interpersonal skills; team-first mentality
- Strong organizational and time management skills.
- Fluency in English. Competence in another UN language is an asset.

### How to apply:

- Interested applicants are required to submit a financial proposal with all-inclusive fee.
- Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance
- **Applications without a financial proposal will not be considered.**

### For every Child, you demonstrate...

UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability ([CRITAS](#)).

To view our competency framework, please visit [here](#).

UNICEF is here to serve the world's most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

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 be expected to adhere to these standards

and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

**Remarks:**

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of **fully vaccinated** status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

**SUPERVISOR:** Marija Novkovic, Programme Manager

**PREPARED BY:** Ngasuma Kanyeka, Communications Lead

Signature and date: \_\_\_\_\_

**APPROVED BY:** Marija Novkovic, Programme Manager

Signature and date: \_\_\_\_\_

**ACKNOWLEDGED BY CONSULTANT:**

Signature and date: \_\_\_\_\_