



## SPECIFIC JOB PROFILE

### I. Post Information

POST NUMBER/ CASE NUMBER:  
[PAT#94888](#)  
POST/CASE NUMBER OF SUPERVISOR:  
[PAT# 119807, Communication Officer, NOB](#)  
REASON FOR CLASSIFICATION: [Update JD for new recruitment](#)  
REGION/DIVISION: [EAPRO](#)  
COUNTRY: [Cambodia](#)  
DUTY STATION: [Phnom Penh](#)  
OFFICE: [Phnom Penh](#)  
SECTION: [External Communication](#)  
UNIT: [External Communication](#)

CATEGORY: [GS](#)  
PROPOSED LEVEL: [6](#)  
JOB TITLE: [Communication Associate \( Social Media\)](#)  
Functional Code:  
ICSC CCOG Code:

### II. Strategic Office Context and purpose for the job

#### **Organizational Context:**

UNICEF works in over 190 countries and territories to save children's lives, to defend their rights, and to help them fulfil their potential, from early childhood through adolescence. In Cambodia, UNICEF works as part of the United Nations system to promote and protect the rights of all children. Right across the country, we work together with partners so that no child is left behind. Quality, accessibility, equity, inclusion and relevance inspire everything we do. Our programmes are outlined in a cooperation agreement with the Government of Cambodia and our vision is to contribute to national efforts so that all girls and boys, especially those most disadvantaged, progressively fulfil their basic rights to survival, care, protection, development and participation. Working with the government, civil society and development partners, we focus on raising the voices of children and adolescents, on ensuring that boys and girls enjoy the same rights, opportunities and protections as each other, and on delivering quality, accessible and equitable services that reach marginalized people and communities.

#### **Purpose for the job:**

In line with the Global Communication Strategy and UNICEF Cambodia's advocacy and communication priorities as well as donor visibility and recognition requirements, this post will contribute to the communication section's editorial planning, content coordination and creation, social and digital media management, audience reach and engagement, particularly young people, by supporting the Social Media Specialist and working closely with both programme and communication team members.

Social media plays an important role in UNICEF's communication strategy contributing to strengthen political will in support of UNICEF's mission and objectives in the country, and

enhance the organization's credibility and brand. Social media is also an important avenue for engaging with the audience especially young people.

### **III. Key functions, accountabilities and related duties/tasks:**

(Please outline the key accountabilities for this position and underneath each accountability, the duties that describe how they are delivered. Please limit to four to seven accountabilities)

Supports the Communication Officer in the development and implementation of the digital and social media strategy for public advocacy, duties/tasks: public information, and audience engagement (especially young people). Particularly, the incumbent will:

- Support the development of quarterly editorial and content plans for the country office, in close collaboration with communication team members and programme staff, with focus on advocacy priorities, key communication moments, public launches, audience interest, fundraising needs, and donor recognition requirements.
- Support the development of content for UNICEF Cambodia's social media accounts and ensures relevant information, videos, photos and other materials for advocacy, fundraising, community-outreach efforts, global days etc. are uploaded and linked across the various platforms using appropriate descriptions and tags (as per social media guidelines).
- Support the development of various communication contents for digital and social media including print, photo, and video assets.
- Support content creation and audience outreach around UNICEF's key partnerships.
- Use Hootsuite and other appropriate social media management platforms designated by HQ to regularly post content on UNICEF Cambodia's accounts.
- Monitor and support the analyzing of social media metrics and performance of UNICEF Cambodia's communication initiatives across all digital platforms.
- Based on above, will draft monthly social media reports with inputs from communication team members, to include analysis and lessons learned.
- Monitor conversation on social media platforms and draft responds to online queries under the close supervision of the Chief of Communication.
- Supports youth engagement and participation activities, including facilitating working with influencers such as celebrities and bloggers to reach youth, build UNICEF brand and strengthen advocacy messaging and audience engagement.
- Uploads content to online file-sharing platforms to ensure availability of communication content as appropriate to resource and implementing partners around joint initiatives, in addition to UNICEF RO/HQ.
- Perform related duties as required.

### **IV. Impact of Results**

(Please briefly outline how the efficiency and efficacy of the incumbent impacts its office/division and how this in turn improves UNICEF's capacity in achieving its goals)

**Public Information.** A contribution to increased public awareness and interest in the situation of children in Cambodia and how UNICEF, with donors, government and other implementing partners, is making a difference, especially for the most vulnerable.

**Advocacy and C4D.** Contribution to UNICEF digital media to build momentum for change and increase accountability of government through greater public awareness.

**Audience engagement, dialogue and youth participation.** Support daily interaction with young people to encourage and inspire them to take action to improve the lives of children and youth in their society. Contribute to creating space for children and young people to communicate views and ideas.

**Donor recognition and resource mobilization.** Contribution to enhanced engagement with donors and UNICEF National Committees for stronger partnerships, raising tax payers' awareness of how their contributions are making a difference, as well as future fundraising.

## V. Competencies and level of proficiency required

(Please base on UNICEF Competency Framework)

<u>Core Values attributes</u>	<u>Core competencies skills</u>
<ul style="list-style-type: none"> <li><input type="checkbox"/> Care</li> <li><input type="checkbox"/> Respect</li> <li><input type="checkbox"/> Integrity</li> <li><input type="checkbox"/> Trust</li> <li><input type="checkbox"/> Accountability</li> </ul>	<ul style="list-style-type: none"> <li>▪ Demonstrates Self Awareness and Ethical Awareness (1)</li> <li>▪ Works Collaboratively with others (1)</li> <li>▪ Builds and Maintains Partnerships (1)</li> <li>▪ Innovates and Embraces Change (1)</li> <li>▪ Thinks and Acts Strategically (1)</li> <li>▪ Drive to achieve impactful results (1)</li> <li>▪ Manages ambiguity and complexity (1)</li> </ul>

## VI. Recruitment Qualifications

<p>Education:</p>	<p>Completion of secondary education is required, preferably supplemented by technical or university courses in the area of communication, media, journalism or social science. Specialized training in content creation of digital media would be an asset.</p> <p>Specialized training in social media management platform use would be an asset.</p>
<p>Experience:</p>	<p>Minimum 6 years of experience in communications, content creation, editorial planning and social media management including planning and implementation.</p> <p>Experience in writing, editing and proofing web content; visual design skills.</p>

	<p>Hands-on experience and use of several social media platforms and tools including Facebook, Tik Tok, Twitter, Instagram and YouTube.</p> <p>Knowledge of Google analytics, search engine optimization (SEO), and email marketing.</p>
Language Requirements:	<p>Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.</p>