

UNITED NATIONS CHILDREN'S FUND

General Job Profile

JOB TITLE: Communication Officer – Digital Media
JOB LEVEL: Level 1
REPORTS TO: Level 3 Communication Specialist
LOCATION: Field (Country) Office

PURPOSE OF THE JOB

Under the guidance of the Communication Specialist, assists in planning, implementing, monitoring and evaluating a digital media strategy that contributes to the achievement of UNICEF Jamaica's broader communication and advocacy strategy to win support for the cause of children from decision-makers and the wider public, in alignment with UNICEF's global communication and advocacy strategy. Under the guidance of the Deputy Representative, assists in developing and implementing RapidPro solutions to support programmatic interventions.

KEY END-RESULTS

1. **Digital media management:** Provide professional guidance and strategic insights to prepare and implement a digital media strategy and corresponding work plan designed to effectively manage content and engage key audiences for UNICEF Jamaica's website, mobile and social media platforms.
2. **Digital content production:** Provide support to develop digital content (text, images, audio, video etc.) for use on web-based media (including UNICEF Jamaica's website and social media platforms), to help communicate the nature and impact of UNICEF's work.
3. **U-Report and RapidPro implementation:** Building on efforts to date, provide support for the coordination and implementation of UNICEF Jamaica's digital messaging tool U-Report, to help achieve the key objectives to grow the scale of the platform, engage U-Reporters and the public and create positive impact. Assist with developing and implementing RapidPro solutions to support programmatic interventions.
4. **Monitoring and evaluation:** Regular monitoring and evaluation activities are undertaken, in keeping with the work plan, to ensure maximum impact and continuous improvement of the digital media strategy. Results and reports are prepared and shared on a timely basis.

KEY ACCOUNTABILITIES and DUTIES & TASKS

The following major duties and tasks will be conducted in close consultation with and under the guidance and supervision of the Communication Specialist.

1. Digital Media Management

Prepare and implement a digital media strategy and corresponding work plan designed to effectively manage content and strategically engage key audiences for UNICEF Jamaica's website and social media platforms.

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Duties & Tasks

- At the beginning of each year, design/update a digital media strategy that contributes to the objectives and priority activities of UNICEF Jamaica's most current communication and public advocacy strategy and is closely aligned with UNICEF's Global Communication and Public Advocacy strategy. This involves close consultation with regional and global headquarters offices.
- Manage UNICEF Jamaica's website through UNICEF's web-based content management system, ensuring the site is fully optimized as a strategic information-sharing and knowledge management tool. On a regular basis, update approved content on UNICEF Jamaica's website, ensuring throughout the year that content represents the scope of UNICEF's work across the country programme, while highlighting priority issues and activities.
- Plan and craft posts to be published daily on all UNICEF Jamaica social media platforms - Facebook, Twitter, Instagram and YouTube. All posts should be part of a regularly updated content production plan and editorial calendar that is submitted weekly for review and approval. All social media content must represent the scope of UNICEF's work across the country programme, while highlighting priority issues and activities.
- Manage digital media advertising to support the distribution of UNICEF content on various platforms to help achieve objectives and indicators in the digital media strategy.
- Actively listen to and engage in relevant discussions on social media about UNICEF and issues related to children's rights, both nationally and internationally, and interact with social media users to continuously inform and guide the implementation of the digital media strategy.
- Develop and implement an engagement plan for key social media influencers to amplify UNICEF Jamaica's reach and engagement with key audiences on priority issues and activities.
- Recommend relevant contacts, networks, resources and processes who can support the effective implementation of the digital media strategy.
- Lead digital media capacity building efforts both internally and with external partners, including knowledge-sharing and training sessions.

2. Digital Content Production

Provide support to develop digital content (text, images, audio, video etc.) for use on web-based media (including UNICEF Jamaica's website and social media platforms), to help communicate the nature and impact of UNICEF's work.

Duties & Tasks

- As needed, assist in producing digital material, including images, video and basic infographics, to be shared on web-based platforms, ensuring that all material meets UNICEF's quality standards and digital media branding guidelines.
- As needed, assist in drafting and editing written content, including human interest stories, for publication on the website and social media platforms.

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- Coordinate the production of a monthly e-newsletter for partners, stakeholders, influencers and supporters of UNICEF, to inform these audiences about UNICEF-supported efforts and to help drive traffic to social media platforms and the website.

3. U-Report Implementation:

Building on efforts to date, provide support for the coordination and implementation of UNICEF Jamaica's digital messaging tool U-Report, to help achieve the key objectives to grow the scale of the platform, engage U-Reporters and create positive impact.

Duties & Tasks

- On a yearly basis, develop/update a strategic plan for U-Report, ensuring alignment with global and local priorities and consulting closely with UNICEF's Global Innovation Centre.
- Coordinate the technical management of U-Report, including back-end management of RapidPro through the appointed service provider.
- Create/build relevant partnerships and networks to support the effective implementation of U-Report, including management of the U-Report Youth Council and liaise with supporting partnerships including mobile network operators and media organisations.
- Design and implement strategic initiatives, activations and events to raise public awareness of U-Report and its outcomes, to engage new U-Reporters and to impact changes in relevant policies, programmes or laws.
- Maintain engagement with U-Reporters, including checking messages daily and responding to individuals where appropriate.
- Work with UNICEF programme staff and UNICEF stakeholders/partners to craft and distribute U-Report polls and bots, in close consultation with the U-Report Youth Council.
- Support the development and implementation of solutions based on the RapidPro application to support priority programmatic activities and to disseminate relevant messages and engage with mothers and fathers that attend parenting and community mobilisation sessions under the "Spotlight" initiative (to address gender-based violence)

4. Monitoring and Evaluation

Regular monitoring and evaluation activities are undertaken, in keeping with the work plan, to ensure maximum impact and continuous improvement of the digital media strategy. Results and reports are prepared and shared on a timely basis.

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Duties & Tasks

- Routinely report on the progress of the digital media strategy, using the most appropriate indicators from UNICEF Jamaica's communication and advocacy strategy, UNICEF's Global Communication and Advocacy Strategy, the digital media work plan and any others agreed with the Communication Specialist.
- On a monthly basis, generate a report that analyses progress on social media indicators – assessing and diagnosing areas of weakness and strength on which to learn and build.
- Analyse and share results of U-Report polls and activities with U-Reporters, partners and with the wider public, and media, including recommendations for relevant action to be taken, as needed.

JOB GRADE FACTORS ¹

Level 1

- Report to Communication Specialist.
- Operate in the context of a medium-sized country office.
- Accountable for professional technical support for communication programme implementation.
- Work under the close supervision of the Communication Specialist. The supervisor defines the parameters of assignments and outlines approaches to problem areas. Carry out research to collect facts and data analysis in accordance with the established procedures and methodology. Work is reviewed while in progress, and upon completion.
- Incumbent operates within rules and regulations and makes technical recommendations to supervisor when a deviation from guidelines/procedures is required.
- Level 1 is the entry level for the Professional category, and incumbent is expected to consult supervisor and receive guidance on major and technical issues.
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QUALIFICATION and COMPETENCIES ([] indicates the level of proficiency required for the job.)

1. Education

- Bachelors degree, ideally in communication, journalism, public relations or related field.

2. Work Experience

- Minimum five (5) years progressive experience in social/digital media management, including strategy design, content development and monitoring and evaluation. Experience in creating or managing digital content for adolescents/young people is a strong asset.
- Experience in maintaining and creating website content and web-based content management systems.

¹ The differences in the grades of jobs and positions reflect various differences, among others, in the nature and scope of work, individual contribution, professional expertise required, organizational context, risks, coordination and networking, engagement, partners, beneficiaries, client/stakeholder relations, impact of decisions, actions and consequences, and leadership roles.

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3. Language Proficiency [1]

Fluency in English required.

4. Competency Profile (For details on competencies please refer to the *UNICEF Professional Competency Profiles*.)

ii) **Core Values (Required)**

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

ii) **Core Competencies (Required)**

- 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)
- Drive to achieve impactful results (1)
- Manages ambiguity and complexity (1)
- Communication [1]
- Working with People [1]
- Drive for Results [1]

Functional Competencies (Required)

- | | |
|---|--------------------------------------|
| • Formulating Strategies and Concepts [1] | • Relating and Networking [1] |
| • Persuading and Influencing [1] | • Applying Technical Expertise [1] |
| • Learning and Researching [1] | • Planning and Organizing [1] |

iii) **Technical Knowledge [1]**

a) **Specific Technical Knowledge Required** (for the job) [1]

Specific and up-to-date working knowledge of:

- Executive Board and other policy documents
- Executive Directives
- Thorough knowledge of Mid-Term Strategic Plan (MTSP)
- UN/UNICEF Policy Papers
- UNICEF programme policy, procedures and guidelines.
- Rights-based and results-based approach and programming in UNICEF
- General administrative and financial guidelines
- Human resources manual
- UNICEF Global Communication and Public Advocacy Strategy
- Guidelines issued by the Division of Communication on video production and branding
- UNICEF Stylebook
- Ethical Guidelines on Reporting on Children
- Knowledge of RapidPro applications

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b) Common Technical Knowledge Required (for the job group) [1]

General knowledge of:

- Fundamentals of working in various media formats – print, audio, video, web etc. and knowledge of basic video editing techniques.
- Computer systems, including internet navigation, office applications, and specifically, web-based content management platforms.
- United Nations or other international organizations; good understanding of world affairs, current events and international development issues
- Global human rights issues, specifically relating to children and women, and current UNICEF position and approaches.
- UNICEF communication goals, visions, positions, policies, guidelines and strategies.
- UNICEF policies and strategy to address national and international issues, including emergencies.
- UNICEF emergency communication policies, goals, strategies and approaches, including emergency preparedness.
- Gender equality and diversity awareness.

c) Technical Knowledge to be Acquired/Enhanced (for the Job) [1]

- Knowledge and expertise in communication management, and strategy and networking.
- Technical competence in producing content for various media formats – print, audio, video, web etc.
- UN policies and strategy to address international humanitarian issues and the responses.
- UN common approaches to programmatic issues and UNICEF positions.
- UN security operations and guidelines.

VII. Signatures - TOR Certification

Name: _____ Signature _____ Date _____

Title: Supervisor, Communication Specialist

Name: _____ Signature _____ Date _____

Title: Head of Office