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|  | **UNITED NATIONS CHILDREN’S FUND**  **(specific) JOB PROFILE** | | |
| **I. Post Information** | | | |
| Job Title: **Digital** **Communication Officer (Campaigns & User Experience), Post# 114074**  Supervisor Title/ Level: Chief of Communication (P5), Post # 68364  Organizational Unit: **Communication**  Post Location: **Country Office -** **Jakarta, Indonesia** | | | Job Level: **NO-A**  Job Profile No.:  CCOG Code:  Functional Code:  Job Classification Level: |
| II. Organizational Context and Purpose for the job | | | |
| UNICEF’s fundamental mission is to promote the rights of every child, everywhere, in everything the organization does — in programmes, advocacy and operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children’s rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are violated. There is growing evidence that investing in the health, nutrition, education and protection of a society’s most disadvantaged citizens — addressing inequity — not only will give all children the opportunity to fulfill their potential but also will lead to sustained growth and stability of countries. This is why the focus on equity is so vital. It accelerates progress towards realizing the human rights of all children, which is the universal mandate of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nations.  **Job organizational context**:  The digital space is the space in which UNICEF reaches people with critical messages, in which people engage and interact with UNICEF, in which most public advocacy initiatives happen, and in which many people donate to UNICEF. This new position is designed to scale digital supporter reach and engagement, and convert those with the capacity to give as donors. Reporting to the Chief of Communication, this role is intended to drive growth in both digital communication and digital fundraising KPIs.  **Purpose for the job:**  The **Digital Communication Officer (Digital Testing & User Experience)** will develop, test and execute a portfolio of digital marketing campaigns to achieve ambitious supporter growth and engagement KPIs for UNICEF in Indonesia. Whether successfully moving supporters along different phases of the supporter Journey or deepening engagement within a specific phase, all digital marketing channels (e.g., SEO, SEM, display ads, email, social media, etc.) will be deployed in a test-and-optimize framework to drive key performance KPIs. Working with Digital Team members from at country, regional and global levels, this role is expected to grow both marketing performance KPIs, as well as improve digital campaign and user experience tools and capabilities. | | | |
| III. Key function, accountabilities and related duties/tasks | | | |
| **Summary of key functions/accountabilities:**   * Develop, test, implement and optimize a broad range of digital marketing campaigns to drive growth in audience size, engagement, and digital donations * Plan and execute website improvement initiatives that impact user experience on www.unicef.org/indonesia * Collaborate with other team members (especially in Fundraising and Communication) to prioritize, execute and measure multi-channel digital campaigns that aim at building public awareness of issues and the UNICEF brand, as well as supporters taking online and offline action, including donations. | | | |
| 1. **Map digital channel strategy and activities across supporter journey**  * Key Performance KPIs * Supporter Acquisition: New supporters on social media (Facebook, Instagram, Twitter, LinkedIn, Tik Tok, etc.), & email. * Digital Fundraising KPIs: New online donors acquired, total revenue, 1-time donors, pledge donors * Reached Audience: Those viewing UNICEF Indonesia’s messages * Engaged Audience: Those interacting on social media (likes, comments, shares, etc.), opening email, viewing videos, etc. * Website KPIs: Traffic & Engagement metrics on UNICEF.org/Indonesia * Define appropriate channel mix, budgets, themes, creative tests and measurement framework for each Individual supporter journey ‘phase’ (e.g., unaware of UNICEF, new social media follower, advocate, donor) * Prepare planning docs, agency briefs, and other supporting material to drive campaign implementation * Manage and track digital campaign schedule and provide high-level timeline of all campaigns and priorities | | | |
| **2. Structure, execute, and optimize digital marketing campaigns**   * Establish and systematically implement test-&-optimize structure for digital campaigns * Maximize performance by using multi-pronged approach to testing campaign propositions against multiple audience profiles * Set up multiple A/B-test cells to simultaneously assess impact of different factors (creative, segments, timing, frequency, channel interactions, etc.) on desired KPIs * Work with digital team members to elicit user insights and define optimization concepts for iterative improvements * Work with agencies or directly within digital marketing platforms (e.g., FB Ad Manager, Google Adwords, Email Marketing) to setup, implement and measure campaigns across all channels | | | |
| 1. **Optimize supporter experience (website + social media)**  * Test and optimize website and social media user experience based on user testing * Combine creativity and discipline to improving website structure, navigation and content * Conceptualize, scope and deliver interactive experiences on UNICEF.org/Indonesia that go beyond presenting multimedia content (e.g., data visualizations, gamifications) * Adopt audience-centric perspective to journey-mapping; ensuring supporter segments as diverse as major donors, climate change activists, academic researchers, government officials, CSR professionals etc., all digitally experience UNICEF in the best way possible * Collaborate with the donor retention team to find ways to inspire donors to stay with UNICEF, and to give them visibility and engagement options on UNICEF digital channels * Work with service providers, agencies, and developers to scope & deliver new functionality – anything from VR experiences to chatbots to DIY fundraising toolkits, and everything in between * Continually obtain user feedback on website and social media experience | | | |
| IV. Impact of Results | | | |
| * Reports to Chief of Communication (P5) in a medium-sized country office * Accountable for systematic planning, implementation and continuous performance improvement of all UNICEF-owned digital venues & channels. As the country with the 4th-largest children’s population in the world, and a >90% social media usage rate amongst youth, success in this role directly influences the reach and impact of UNICEF communication and fundraising efforts * Delivering innovative user experiences in this market affords potential for vast reach & visibility – both domestically and internationally | | | |
| V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles) | | | |
| **Core Values**   * Care * Respect * Integrity * Trust * Accountability   **Core Competencies**   * Communication [ II ] * Working with People [ I ] * Drive for Results [ I ] | | **Functional Competencies**:   * Formulating Strategies and Concepts [ I ] * Relating and Networking [ I ] * Persuading and Influencing [ I ] * Applying Technical Expertise [ I ] * Learning and Researching (II) * Planning and Organizing [ II ] | |

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| **VI. Recruitment Qualifications** | | |
| Education: | University Degree in Communications, Digital Marketing or related field required. | |
| Experience: | * Minimum 1 (one) year practical professional work experience in digital marketing required * Experience in A/B-testing, digital user experience, email marketing, SEM/SEO, digital ad tech (e.g., retargeting) strongly desired * Quantitative, analytical skills & experience with digital marketing metrics strongly desired * Digital agency, nonprofit communications/fundraising experience desirable * Additional years of experience in digital communication, social media, website design or development, and digital advertising are assets | |
| Language Requirements: | * Fluency in Bahasa Indonesia and English | |
| **SIGNATURES – Certification of Job Description** | | |
| **Chief of Communication** | | **Signature Date** |
| **Representative** | | **Signature Date** |

