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| C:\Users\rnaveed\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\8RXOBJ5Q\unicef.gif | **SPECIFIC JOB PROFILE**  **Specific JD** |

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| **I. Post Information** | |
| Job Title: **Communication Associate (Social Media)**  Supervisor Title/ Level: **Communication Officer, NO-2**  Organizational Unit: **External Communication Section**  Post Location: **Phnom Penh, Cambodia** | Job Level:  Job Profile No.  CCOG Code:  Functional Code:  Job Classification Level: |

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| 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 Communication Officer 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. |

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| III. Key functions, accountabilities and related duties/tasks: |
| Supports the Communication Officer in the development and implementation of the digital and social media strategy, in support of public advocacy, information sharing and awareness raising, behavior change priorities and audience engagement (especially young people). Particularly, the incumbent will:  **Social media management**   * Administer social media accounts, monitor conversations on social media platforms, and draft responses to online queries under the close supervision of the Communication Officer and Chief of Communication. * Schedule and publish content according to the content calendar. * Monitor and support the analysis of social media metrics and performance of UNICEF Cambodia’s communication initiatives across all digital platforms. * Support and lead digital campaigns on social media.   **Content creation**   * Support the development of 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 various communication contents for digital and social media including print, photo, and video assets 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). * Review and translate posts and documents from English to Khmer and vice versa.   **Audience Engagement**   * Encourage user-generated content and community engagement. * Support content creation and audience outreach around UNICEF’s key partnerships. * Supports youth engagement and participation activities, including facilitating working with influencers and celebrities to reach youth, and strengthen advocacy messaging and audience engagement.   **UNICEF Brand Advocacy**   * Be a brand advocate and expert by maintaining a consistent tone and voice across all platforms. * Uphold brand guidelines and ensure content aligns with UNICEF’s values and visibility is strong and recognized across online platforms. |

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| IV. Impact of Results |
| **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 behavior change communication**. Contribution to UNICEF digital media to build momentum for change and increase accountability of government through greater public awareness. Contribution to behavior change campaigns as necessary and prioritized by UNICEF.  **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. |

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| **V. Competencies and level of proficiency required** | |
| **Core Values attributes**   * Care * Respect * Integrity * Trust * Accountability | **Core competencies skills**   * 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) |

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| **VI. Recruitment Qualifications** | |
| Education: | 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.  Specialized training in social media management platform use would be an asset. |
| Experience: | At least six years of experience in communications, content creation, editorial planning and social media management including planning and implementation is required.  ***A bachelor’s degree from a recognized academic institution in a field relevant to the position may replace three years of related work experience. A master’s degree may replace an additional two years.***  Experience in writing, editing and proofing web content; visual design skills.  Hands-on experience and use of several social media platforms and tools including Facebook, TikTok, X, LinkedIn, Instagram and YouTube.  Knowledge of Google analytics, search engine optimization (SEO), and email marketing an asset. |
| Language Requirements: | Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset. |