

UNICEF Sierra Leone Country Office

Terms of Reference - Stretch Assignment

Position Title: Digital Communication Officer

Level: P-2

Location: Freetown, Sierra Leone

Duration: 3 months (negotiable)

Reporting to: Communication Specialist P3

Start Date: 1 September 2024 (negotiable)

Purpose/Rationales

The UNICEF SLCO aims to strengthen its digital platforms in order to shape and amplify UNICEF's voice and reach to drive advocacy and engagement with key audiences including young people. This assignment will therefore support the communication and advocacy team, to deliver the following:

- Digital Communication Strategy to engage with key target audiences – create a network of supporters online, communicate and engage with those supporters in the digital space
- A digital content strategy and approach for digital platforms, with timely development and production of digital content products for UNICEF's digital platforms, including social media.
- Youth engagement and participation online as an organizational priority, through the production and publication of youth-led content.

Job organizational context and purpose for the job

Through the use of digital media platforms (websites, social media and digital applications), UNICEF will seek to inspire and mobilise individuals and communities to act in the best interests of children. Partnerships will be expanded to promote ethical, responsible and responsive commentary on children's development, challenges and opportunities. Specific collaborations will be accelerated to raise awareness and promote conversations on children's rights and child-friendly social norms.

Under the supervision of the Head of Communications and Advocacy (Communication Specialist (P3), develop, plan, implement, monitor and evaluate a dynamic and engaging digital communications strategy to promote respect for children's and women's rights, mobilise public support for UNICEF's mission in Sierra Leone through digital channels and strengthen the organisation's credibility and brand among digital audiences.

Major Duties and Responsibilities

In consultation with colleagues and other stakeholders, develop, implement, monitor and evaluate Sierra Leone CO's digital communication strategy to meet organizational goals

- Develop a comprehensive digital communication strategy aligned with UNICEF's mission, objectives, and advocacy priorities and support its implementation.
- Support all digital supporter engagement functions in the office (in-house and contracted agencies), including content production.
- Compile audience research and information on social media trends and developments as available through external and internal sources, analyze them and inform the development, implementation, monitoring and evaluation of SLCO's digital communication efforts and related annual work plans and budget, proposing adjustments as appropriate.

Develop, manage and monitor SLCO's social media presence (self-and/or third party generated), in line with UNICEF policies and procedures

- Monitor and evaluate SLCO's online communication for quality, consistency, effectiveness and compliance with UNICEF policy and guidelines, including on brand/style.
- Compile and analyze statistics for social media platforms and provide regular reports and recommendations to guide future decisions.
- Utilize data-driven insights to identify and target key audiences through digital channels.
- Oversight of comments management and interaction / engagement with followers, re-tweeting, shoutouts, etc.
- Ensure regular and timely posting of content on SLCO social media platforms which is appropriate, engaging and on-message.
- Engage and build online relationships with supporters and partners in a respectful, brand consistent and sensitive manner, responding to social media activity as per organizational guidelines, and recommend appropriate action as needed to maintain a positive brand image.
- Conceptualize, research and advise on the latest technology trends, new emerging digital platforms, best practices and benchmarks, to maximize digital supporter engagement.
- Robust social listening to identify key trends, conversations, and reputational risks or successes.
- Optimize content for search engines (SEO) and user engagement to maximize reach and impact across social media platforms.

Create, source, commission and manage digital content that is accurate, timely, relevant and on-brand for online public advocacy and youth engagement

- In coordination with programme teams, define and implement a content strategy and approach for digital platforms at UNICEF.
- Content planning & structure, including new approaches like Live, social experiments, etc.
- Work with colleagues and partners to produce accurate, compelling, and engaging visual and written content/multimedia assets including digital storytelling by children and young people, to promote SLCO and its priorities via digital platforms, including social media, overseeing production, layout, graphic design and overall quality control to ensure stability for both mainstream and social media platforms. Assets include info graphics,

photo essays, e-newsletters, web banners, bloggers kit for use on online platforms, and similar.

- Regularly review content and training across the organization, to ensure a consistent and coherent approach to digital content and engagement.

Coordinate and facilitate digital events, including with external partners, to promote child rights and youth engagement, facilitate public engagement and increase visibility of UNICEF's work in Sierra Leone

- Design, implement and coordinate audience-focused digital communication activities across a range of digital channels, including social media (Twitter, Facebook, YouTube, Instagram, and TikTok etc.)
- Identify and respond to appropriate opportunities to act as a strong public voice for children, particularly where the audiences include youth, donors/supporters and policy influencers.
- Develop and maintain (Assess potential collaboration and engagement with digital groups and influencers, media, UN agencies and companies as well as youth-focused digital organizations and make recommendations on how they can be used to drive SLCO's digital communication agenda.
- Enable the effective incorporation of multi-media and digital resources/use of digital channels around events, speaking engagements, and other communication activities.
- Document, monitor and evaluate digital campaign and event, and make recommendations for improvements.
- Facilitate virtual interviews, webinars, and online press conferences to enhance digital media coverage.

Be a digital champion for Sierra Leone CO, developing internal capacity in public outreach through digital communication to support organizational goals

- Keep abreast of new and emerging digital and web technologies and advise on how they can be integrated into SLCO's digital outreach to campaign imaginatively and effectively.
- Coordinate training for staff, partners and young people as appropriate to update social media content.
- Undertake other appropriate duties as requested by the Communication Specialist.

Qualifications required

1. A first level University Degree in Digital Communication, Marketing or any other related area is required.
2. Advanced University Degree in Digital Communication, Marketing or any other related field is an asset.
3. Three to five (3-5) years practical professional work experience in digital communication strategy development and implementation.

Experience required

- Multimedia and digital communication skills including the capabilities to produce accurate and engaging visual and written content/multimedia assets.

- In-depth knowledge of the latest technology trends, new emerging digital platforms, best practices and benchmarks, to maximize digital supporter engagement.
- Demonstrated ability to produce digital media products designed for multiple audience, including donors and global audience.
- Skill in the identification of new opportunities or requirements to meet challenges in the field and propose changes.
- Excellent communications skills, verbal and written.

Competencies of Successful Candidate

Core Values

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

Functional Competencies:

- Formulating Strategies and Concepts [I]
- Relating and Networking [I]
- Persuading and Influencing [I]
- Applying Technical Expertise [II]
- Learning and Researching [II]
- Planning and Organizing [II]

Conditions of Stretch Assignment

Funding:

The assignment will be based in Freetown, Sierra Leone. The Country Office will pay 100% of applicable DSA for the first four weeks and 50% for the remaining period of the assignment.

Retaining current post:

If selected for this opportunity, the relevant staff member will retain his/her current post and will be temporarily located within the Communications Section of UNICEF Sierra Leone for the duration of the stretch assignment.

Upon completion of the stretch assignment, the staff member will return to his/her post. Thus, no changes will be made to staff member's existing status (post number etc., will all remain as is).

How to apply

This opportunity is open to all fixed term, continuing and/or permanent staff of UNICEF.

Interested staff members should seek agreement from their supervisor and approval of the Head of Office. The agreement of your supervisor and head of office is a pre-requisite for any stretch assignment.

Please apply through TMS and upload a full profile and:

- Cover Letter
- Resume/CV
- Your last two PERs
- A signed approval letter or email confirmation from supervisor and Head of Office for applying for this stretch assignment.

Note:

Candidates may be contacted for an informal interview and supervisors may also be contacted for references.

Final selection of candidates will be subject to discussion and agreement with management, with a view to securing the best interest of both the organization and staff.

Once the selection process has been completed, the receiving and releasing units will communicate to reach an agreement on the proposed start date for the recommended candidate.