UNITED NATIONS CHILDREN'S FUND
JOB PROFILE

## I. Post Information

Job Title: Communication Officer (Digital) Supervisor Title/ Level: Chief of Communication, P5 Organizational Unit: Communication Location: Harare, Zimbabwe	Job Level: NOB Job Profile No.: CCOG Code: Functional Code: Job Classification Level:

II. Organizational Context and Purpose for the job

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in 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, 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
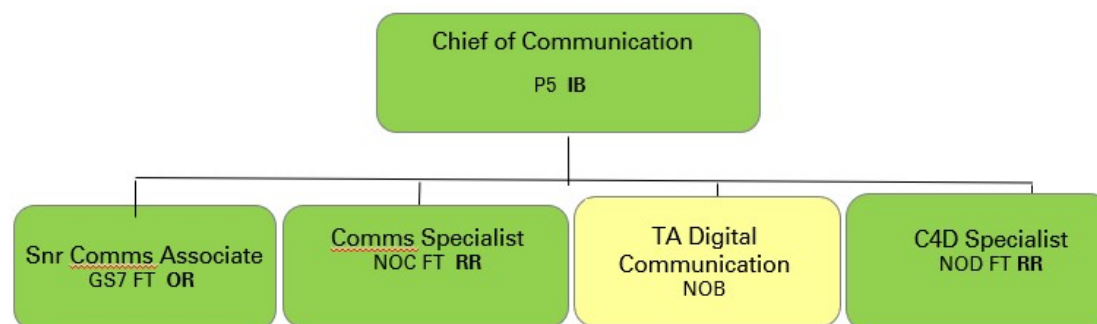
Purpose for the job

The Communication Officer (digital) will produce content for different social media channels, monitor performance and participate in the design and implementation of digital communication campaigns, including online media plans for promotions. The Communication Officer (Digital) will also be responsible for planning, implementing, monitoring and evaluating the online communication strategy with a focus on social media management, campaign implementation and coordination of partners. He/she will support the office in enhancing the impact of its advocacy, improving the visibility of its interventions and those of its partners, and establishing an interactive system through social media, including dialogue with children and adolescents notably through U-Report. The incumbent will support the sourcing, design, production, sharing and archiving of high quality digital media assets developed as part of UNICEF's Global Communication Strategy; supporting the rollout, development and maintenance of UNICEF websites and social media channels in Zimbabwe including U-Report.

The Communication Officer (Digital) will contribute 25% level of effort to support communication and advocacy efforts to build public awareness and knowledge and achieve the mission and objectives of the **Spotlight Initiative** to end violence against women and girls.

The **Spotlight Initiative** is a joint programme 2019 – 2022, between the Government of Zimbabwe, the European Union and the United Nations. UNICEF is one of six recipient UN Organisations (RUNOs) under this programme. The others are UNDP, UNESCO, ILO, UNFPA and UN Women. The Resident Coordinator's Office (RCO) provides overall coordination for the Spotlight Programme within the UN, with UN Women as the Technical Lead.

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)*

Summary of key functions/accountabilities:

Digital Communication Strategy
- Keep UNICEF's social media channels up-to-date, including CO website, U-Report website, Facebook page, Twitter and Instagram accounts following UNICEF corporate guidelines and taking into account the new branding strategy.
- Identify key influencers and partners that can help amplify UNICEF's voice and interact with them on regular basis.
- Support online reputation management.
- Design and implement online marketing plans for social media.
- Serve as an interface between UNICEF Zimbabwe, the HQ Digital Lab to ensure effective technical running of the website and digital platforms.
- Work with the T4D Officer and the RapidPro vendor (the platform that manages U-Report) and the Global Innovation Team to ensure effective technical running of the U-Report application and share innovative experiences.
- Maintain close collaboration with the communication teams of the six Recipient UN Organisations (RUNOs) for effective overall coordination of Spotlight Initiative digital content.

Website Management & Production of Digital Content
- Implement the tasks in the country digital communication work plan and strategy and the Spotlight Initiative communication plan as assigned.
- Gather content and coverage of relevant country programme activities and results to increase engagement with the public, youth, partners, donors and other key stakeholders on the UNICEF Zimbabwe website and social media platforms.

- Produce creative advocacy and communication materials (e.g. infographics, images, videos Facebook posts, tweets, photo galleries, social media packages, etc.) for digital platforms, printing and other purposes that meet UNICEF standards including graphic design and presentation,
- Draft and edit content for social media that meets UNICEF standards, overseeing the accuracy of translation, where applicable, and the coherence and relevance of messages.
- Upload materials to global WeShare database and maintains up-to-date documentation of digital communication materials for external or internal use including publications, photographs, audio-visual materials, resources etc. and shares images selectively, after consulting the supervisor, with external media, partners, the Regional Office and HQ as requested.
- Recommend appropriate information and communication materials for use on social media platforms.
- Recommend established contacts, networks, resources and processes to support online communication activities.

Campaign Management
- Produce concept notes to contribute to the design of digital campaigns for the Country Office and the Spotlight Initiative.
- Coordinate inputs from UNICEF Zimbabwe programme sections and (for the Spotlight Initiative) UN agencies and make sure the narrative of the campaigns is aligned with identified priorities.
- Give inputs to improve creative proposals and online media plans to amplify the impact of the campaigns.
- Follow up campaign implementation and performance.
- Support programme sections to analyze U-Report data and use it for advocacy and citizens' engagement
- Elaborate monitoring reports using social media analytic/listening tools and assist in the evaluation process, by working on creating TOR, establishing indicators, doing desk reviews and other tasks as required.

Monitoring and evaluation
- Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of online/social media materials.
- Monitor 'supporter engagement' on UNICEF and the Spotlight Initiative on digital platforms and recommend appropriate action to maintain a positive image for the organization and support to the issues it promotes. For this the use of social media analytic/listening tools will be required.
- Ensure good quality collection, analysis and evaluation of digital data to ensure effective communication strategies, planning and effective and efficient advocacy.
- Produce reports to measure and optimize social media marketing and brand positioning.
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.
- Help organize and generate public support for special events and activities to promote country programme goals.

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*)

The post will contribute to public advocacy strategies in support of all UNICEF programme outcomes, responsible for increasing the quantity of content on the CO website and multiple digital media platforms to build supporter engagement; strengthen political will in support of UNICEF's mission and objectives in Zimbabwe; enhance the organization`s credibility and brand, promote child rights, provide donor recognition and support resource mobilization.

25% level of effort of this post will contribute to the Spotlight Initiative **to** develop tools and create content to build public awareness and knowledge to achieve the mission and objectives of this joint UN programme being implemented under the supervision and the responsibility of the UN Resident Coordinator's Office for women and girls to realize their full potential in a violence-free, gender-responsive and inclusive Zimbabwe.

V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles**)**

Core Values

- Commitment
- Diversity and inclusion
- Integrity

Core competencies
- Communication [II]
- Working with People [II]
- Drive for Results [II]

Functional Competencies:

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

VI. Recruitment Qualifications

Education:	• University degree (Bachelor or equivalent) in Communications, Journalism, Public Relations or a related field.
Experience:	• A minimum of two years of relevant professional work experience in web design and maintenance (including content management systems) including experience in working with social media channels, digital monitoring tools and social media data analysis. • Knowledge of the Drupal operating system preferable. • Evidence of social media community management is considered an asset. • Demonstrated experience with visual design, editing of graphics and photos, and creating compelling content for digital platforms. • Experience working for a UN agency or an international organisation would be an asset.
Language Requirements:	• Fluency in English. • Knowledge of the local working languages of the duty station.