**Terms of Reference**

**Digital Communication Officer, NOA (Temporary Appointment for 364 days)**

**UNICEF Regional Office for South Asia, Kathmandu, Nepal – 2 Positions**

UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. To save their lives. To defend their rights. To help them fulfil their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

**For every child, *an advocate***

Despite rapid economic growth in South Asia and remarkable improvements in children's socio-economic rights, massive disparities still prevent millions of children from living in dignity, reaching their full potential, and making choices about their futures. To drive results for children and adolescents in the region, UNICEF ROSA continues to take a strategic advocacy and communication approach to keep national governments, donors, partners, media, and the general population abreast of and engaged with priority issues facing children in the region, such as newborn survival, stunting, out-of-school children, child marriage, hygiene, immunization, polio, and others. Further, we seek to win their support to drive positive change for children in the region.

Advocacy and Communication are at the center of UNICEF’s mandate. We advocate to decision-makers to protect children's rights, to help meet their basic needs, and to expand their opportunities to reach their full potential. We communicate to key public and private audiences to build support for the cause of children. UNICEF has made tremendous progress in capitalizing on the rising popularity of digital platforms to continue winning support to drive positive change for children in the region.

South Asia is where the next billion internet users are expected to come from. To respond to the digital potential of the region, in the last few years UNICEF South Asia has achieved unprecedented reach and engagement through its social media platforms. Many of our audiences not only seek information but are willing to have important conversations on crucial issues concerning children’s wellbeing and rights. This engagement with our digital audiences is a defining part of UNICEF’s work in our new Global Communication and Advocacy Strategy (GCAS). As fake information is defined as a key risk globally, countering that with accurate information is another key area of work in the new strategy for 2024-2030 that aims to protect UNICEF’s brand and build trust in the organization.

In recognition of the growing importance of the Digital Communications function in South Asia and to ensure that UNICEF continues to be a leading voice for children in an increasingly digital-first and disruptive world, ROSA requires a Digital Communication Officer (NOA).

**How can you make a difference?**

The Digital Communication Officer supports the Digital Unit and is responsible for working closely with the Digital Communication Specialist to implement the communication and advocacy strategy with a focus on social media management, content creation, including with young people, community management, planning and coordination, reporting and analyzing.

**Summary of key functions/accountabilities:**

Within the delegated authority and the organizational set-up, the incumbent may be accountable for all or assigned areas of the following duties and results.

**Implementation of the Communication and Advocacy Strategy with a focus on social media management:**

* Support the growth of UNICEF South Asia digital platforms to ensure greater understanding, participation, and meaningful engagement with our audiences – with a special focus on our younger audiences and related campaigns like mental health – through the development of high-quality content, research, community moderation and knowledge management.
* Strengthen the reach and engagement of ROSA’s social media channels, particularly among identified target audiences such as youth and decision-makers.
* Develop and expand the social media presence of the UNICEF Regional Director for South Asia, tracking performance and identifying new opportunities to increase reach and engagement.
* Develop and maintain regular contact with regional youth initiatives to integrate youth target audience engagement as part of broader social media strategies, as relevant.
* Work closely with ROSA program sections and country offices to implement digital influencer and partnership outreach strategies to expand UNICEF’s reach and engagement with new audiences.
* Use social media channels to drive an agile response to breaking news/events, emerging issues, and opportunities to position UNICEF’s mandate in regional and international media.
* Lead the development and execution of paid social media marketing strategies for ROSA social media channels.
* Provide technical support to ensure that a set of digital communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated into the ROSA Annual Management Plan and Annual Work Plan.
* Foster strong collaboration with UNICEF country offices and the UNICEF Division of communication to amplify regional campaigns and content on multiple platforms.
* Collaborate with UN agencies and UNICEF partners/stakeholders as required on social media.

**Content production:**

* Support the research, planning and development of high-quality, high-impact, on-brand, creative and engaging content (copy, graphics, multimedia) for advocacy moments for ROSA digital platforms and dissemination to country offices and partners. Support the positioning of UNICEF as the leading voice for children and strengthen the brand.
* Conceptualize and develop videos, graphics, and infographics to communicate the situation of children in South Asia and UNICEF’s programmatic response.
* Produce and post-produce multimedia content (photo and video) in support of regional programmatic priorities and areas of acceleration.
* Produce and post-produce multimedia content (photo and video) in support of country teams when required and ensure the post-produced packages are uploaded to WeShare for use by global teams.
* Contribute to content ideation for campaigns and moments across all social media platforms used by ROSA.
* Train/support UNICEF teams in the region on UNICEF’s new approach to storytelling so that is inclusive.
* Conceptualize and create engaging content for social media, with a focus on video content for young people on channels like TikTok and Instagram. Pitch new approaches and angles for this content.
* Work with programme teams to partner with young content creators – for ethical co-creation of youth-centric content with ROSA.
* Stay abreast of digital news, developments in AI, and research youth social media trends and make recommendations on related UNICEF content.
* Conceptualize and create engaging content for social media. Pitch new approaches and angles for content.
* Write strong copy aligned with UNICEF’s style, for social media, and long form for web.
* Design static visual content like photos/infographs to accompany social media posts.

**Brand & Design:**

* Think ‘digital first’.
* Ideate, conceptualize, and design brand and branded assets in line with UNICEF’s brand guidelines, across a range of audiences and platforms.
* Contribute to the strategic direction and guidance on the use of the UNICEF brand, making it accessible and appealing in ‘glocal’ contexts.
* Regularly monitor audience engagement with different channels and feed findings into design development planning.
* Stay abreast of the latest design approaches, incorporating new ideas and use of new software where appropriate.
* Translate brand measurement and insights into concepts and designs.
* Consciously advocate for stereotype-free, disability-inclusive, and anti-racist design.

**Community management and monitoring:**

* Lead on the 24 x 7 x 365 management of social media channels, support strategic focus on strengthened community management, to build trust and affinity with audiences, taking a more horizontal communication approach.
* Monitor current events, public opinion, and press, identify issues and trends, and advise on appropriate digital media response.
* Recommend ideas to cultivate stronger connections with our communities and ensure our audiences feel heard, valued, and connected with us.
* Support the monitoring evaluation and reporting for digital campaigns. Provide comprehensive support in monitoring, evaluation, and reporting on the performance of digital campaigns and identify areas for improvement. Generate insightful reports and recommendations to inform future campaign strategies and optimize outcomes.

**CHILD SAFEGUARDING**

Child safeguarding involves proactive measures to limit direct and indirect collateral risks of harm to children, arising from UNICEF’s work, UNICEF personnel or UNICEF associates. The risks may include those associated with physical violence (including corporal punishment); sexual violence, exploitation, or abuse; emotional and verbal abuse; economic exploitation; failure to provide for physical or psychological safety; neglect of physical, emotional, or psychological needs; harmful cultural practices; and privacy violations.

Certain UNICEF positions present elevated child safeguarding risks (“elevated risk roles”) and candidates and/or incumbents may be subject to more rigorous vetting and training. Roles may be elevated risk roles because of significant unsupervised direct contact with children, their data, having a role in responding to safeguarding incidents, or being otherwise assessed as presenting an elevated risk. This position has been identified as a direct contact role an assessed risk role.

**To qualify as an advocate for every child you will have…**

* A university degree in Communication, Journalism, Public Relations, Marketing, Design, or a related field.
* A minimum of 1 year of progressively responsible and relevant professional work experience in communication, digital marketing, broadcast, and/or new media. Direct experience managing enterprise level social media accounts is considered an asset.
* Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian, or Spanish) or a local language is an asset.

**Additional required qualifications, skills, experience, and expertise**

* Demonstrated track record of developing successful, compelling social media campaigns and content that achieve strong engagement among multiple target audiences.
* Prior content creation experience within a global organization addressing multiple target audiences, including decision-makers and youth is an asset.
* Proven experience in producing successful video content, designing graphic content, and writing engaging social media copy on tight deadlines.
* Strong creative disposition and demonstrated ability to stay ahead of the curve in terms of digital trends.
* Strong interpersonal skills in being able to develop and maintain effective working relations with a diverse range of stakeholders.
* Ability to work independently, be proactive, and possess strong organizational skills, with good attention to detail.
* Developing country work experience is considered an asset.
* Prior experience with UNICEF or the United Nations is an asset.

**For every Child, you demonstrate...**

UNICEF’s Core Values of Care, Respect, Integrity, Trust, Accountability, and Sustainability (CRITAS) underpin everything we do and how we do it. Get acquainted with Our Values Charter: *https://uni.cf/UNICEFValues* [Get prepared | UNICEF Careers](https://www.unicef.org/careers/get-prepared#Values)

**UNICEF competencies required for this post are…**

* Builds and maintains partnerships (1)
* Demonstrates self-awareness and ethical awareness (1)
* Drive to achieve results for impact (1)
* Innovates and embraces change (1)
* Manages ambiguity and complexity (1)
* Thinks and acts strategically (1)
* Works collaboratively with others (1)