

## TERMS OF REFERENCE FOR TEMPORARY APPOINTMENT

|                        |                                |
|------------------------|--------------------------------|
| <b>Post Title:</b>     | Digital Communication Officer  |
| <b>Contract type:</b>  | Temporary Appointment          |
| <b>Proposed level:</b> | NOA                            |
| <b>Duration:</b>       | 364 days                       |
| <b>Duty Station:</b>   | Sanaa, YCO                     |
| <b>Supervisor:</b>     | Communication Specialist (NOC) |

**PURPOSE:** Assists in planning, implementing, monitoring and evaluating a communication strategy for digital and social media; contributing to UNICEF Yemen's broader communication strategy to get children's and women's issues into the public domain, to strengthen support of UNICEF's mission and objectives in the country, and enhance the organization's credibility and brand.

### MAIN DUTIES AND RESPONSIBILITIES:

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

- 1. Communication strategy: Digital media strategy designed, implemented and monitored, contributing to UNICEF Yemen's broader communication strategy; in line with UNICEF Yemen's public advocacy priorities; to stimulate public engagement; and to support resource mobilization.**
  - In close coordination with Communication Specialist, design and develop a digital media strategy for UNICEF Yemen along with a regularly updated production and engagement plan.
  - Identify priority communication issues in close coordination with programme sections, for inclusion in the multimedia production plan and make sure these are regularly updated to reflect current country office as well as global priorities.
  - Design a monitoring and evaluation plan for the strategy, including the development of indicators, baselines, and regular evaluations of progress made.
- 2. Management of websites and social media platforms: Websites and social media tools are successfully managed and regularly updated; providing active engagement platforms for youth, civil society, donors, media and other partners.**
  - Effective and timely professional management of the creative implementation of the digital and social media strategy

- In close cooperation with the Communication Specialist, maintain and regularly update the UNICEF Yemen website and social media channels to increase engagement with the public, youth, partners, donors and other key stakeholders
  - Identify and develop content and update messages for social media, including translation into Arabic
  - Identify new social media opportunities and develop UNICEF Yemen's presence on new social media platforms as appropriate
  - Monitor and evaluate the use and effectiveness of UNICEF Yemen's engagement online and on social media
3. **Multimedia production: Efficient and high-quality design and production of communication products and materials for digital and social media as well as print as appropriate. This includes videos, human interest stories, photos, profiles, and engaging updates. Production plan is regularly updated in coordination with Communication Specialist, programme sections and communication priorities.**
- Support the production of communication materials for use on digital and social media. These include infographics, photographs, and videos that meet the country and global quality standards as set out in the Communication Toolkit.
  - Follow up on the production of advocacy and communication materials and oversee the quality management of production, including graphic design and presentation, accuracy of translation, coherence and relevance of message.
  - Maintain an up-to-date documentation center for communication materials including publications, human interest stories, public statements and press releases, photographs, audio-visual materials.
  - Recommend appropriate information and communication materials for use in digital and social media, as well as other advocacy and communication activities
  - Recommend established contacts, networks, resources and processes to support digital and social communication activities.

## MINIMUM QUALIFICATIONS

### 1. **Education**

University degree in Communications, Journalism, Public Relations, Graphic Design, Multimedia Production or related field.

### 2. **Work Experience**

One-year practical professional work experience in communication, print and broadcast media, or interactive digital media.

Field work experience ( )  
Background/familiarity with Emergency situations.

### 3. **Language Proficiency [ I ]**

Fluency in English and Arabic.

**4. Competency Profile** (For details on competencies please refer to the *UNICEF Professional Competency Profiles*.)

**ii) Core Values (Required)**

- Care ; Respect; Trust, Integrity and Accountability.

**ii) Core Competencies (Required)**

- Communication [II] • Working with People [I] • Drive for Results [I]

**ii) Functional Competencies (Required)**

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

**iii) Technical Knowledge [ I]**

**a) Specific Technical Knowledge Required (for the job) [ I]**

(Technical knowledge requirements specific to the job can be added here as required.)

Specific and up-to-date working knowledge of:

- UNICEF communication and other DOC guidelines
- Communication toolkit
- Brand Toolkit and Brand Book
- UNICEF Stylebook
- Ethical Guidelines on Reporting on Children

**DUTY STATION AND TRAVEL**

Post is Sana'a office-based with regular travel to project sites.

**Prepared by:**

**Reviewed by:**

**Approved by:**

Communication Specialist

Chief of Communication

Representative