

TERMS OF REFERENCE FOR TEMPORARY APPOINTMENT

Job Title	: Digital Communication Specialist	Duty Station	: Jakarta, Indonesia
Level	: NO-C (National Professional Category)	Section	: Communication
Duration (maximum 364 days)	: 364 days (1 year)	Reports to	: Chief Communication, P-5, Post# 68364
Estimated start date	: 7 January 2025		

ORGANIZATIONAL CONTEXT AND PURPOSE FOR THE JOB

Digital supporter engagement is a critical success factor in achieving UNICEF Indonesia's Communication (Comms) & Fundraising (FR) goals as well as partnerships, advocacy and programmatic goals. This position leads an integrated team of digital communication and fundraising staff.

KEY FUNCTION, ACCOUNTABILITIES AND RELATED DUTIES/TASKS

Under the direct supervision of Chief Communication, and dotted-line management by the Chief of Private Sector Fundraising and Partnerships, the Digital Communication Specialist is to deliver the following:

- Digital supporter engagement strategy with concrete targets: grow supporter engagement, innovate user experience across diverse audience groups & increase online fundraising performance.
- A segmented digital strategy catering to key audiences including individuals/public, youth, institutional donors, the private sector, press/media, academia, government & implementing partners, etc.
- Leading a high-performing team to continually execute and optimize the strategy across an array of digital platforms, experiences, content & campaigns.
- Ensuring a collaborative relationship with both internal and external stakeholders and partners as relates to ICO's digital communications and digital fundraising.
- Ensure that digital reach and engagement is an integral part of delivering UNICEF Indonesia's organizational objectives, including for fundraising, communications, advocacy, and programmatic goals including social and behaviour change.
- Ensure the digital team is constantly being exposed to, considers and incorporates creative and innovative approaches to digital communications and fundraising with ongoing testing and learning.

Responsibilities:

Digital fundraising & supporter cultivation

- Own digital user journey: Prospect acquisition/cultivation/conversion strategy, online service/ feedback functionality, 1-to-1 (i.e., Email, WhatsApp) cultivation, perpetual testing & optimization.
- Envision Digital platforms road-mapping/utilization: CRM integrations, FR CMS/donation platform/ security, payments infrastructure, marketing technology (e.g., user tagging/targeting), analytics.
- Regular & on-demand digital FR KPI monitoring, analysis & data-based insight generation.
- Digital platforms and solutions are optimized to support offline fundraising efforts such as face to face, TV and telemarketing as relevant.

Digital communication & advocacy

- Continually evaluate, improve & implement digital content strategy and approach for UNICEF.
- Conceptualize, research and advise on the latest technology trends, new emerging digital platforms, evolving user preference, best practices and benchmarks, to optimize digital supporter engagement.
- Initiate and develop relationships within UNICEF and with external partners to produce digital products and content, including the contracting of vendors, producers or companies, and the preparation of appropriate formats and language versions as required.

Manage digital team, key digital assets & business processes

- Manage a team of digital communication and fundraising experts to perform at their best, deliver agreed results and grow professionally.

- Coordination of cross-functional planning with the Fundraising and communication team to deliver holistic donor and supporter experiences to grow engagement as well as revenues.
- Under the guidance of the Chief of Communications, manage CO websites & social media accounts, overseeing editorial planning/ content production/management/ activations for various audiences, in support of communication, advocacy, programme, partnerships and fundraising objectives.
- Manage the development, testing and rollout of digital comms, advocacy & fundraising campaigns (e.g., display ads, SEM/SEO) to achieve ambitious targets.
- Oversee performance reporting across all digital channels and optimize campaign measurement, reporting/analytics tool sets and data visualization applications.
- Oversee digital asset management, including maintaining up-to-date stocks of materials and an organized database structure, facilitating digital asset discovery.
- Coordinate collaboration with cross-functional teams within UNICEF Indonesia including with programmes, field offices and Operations for smooth delivery of organizational expectations related to digital communications.
- Manage contracts with service providers and consultants to ensure smooth delivery of the digital team's responsibilities.
- Provide strategic vision and foster a motivating & enabling environment for digital team to succeed.
- Scope Digital Unit's annual workplan & budget; and manage operations to plan.
- Identify, cultivate and establish innovative and strategic partnerships and collaboration opportunities to advance UNICEF Indonesia's digital engagement ambitions.

RECRUITMENT QUALIFICATIONS

Please refer to classification guidelines for [GS](#) or [NO/IP](#)

Education:

Advanced university degree in relevant subject, e.g. , Digital Marketing/E-commerce, Business, Marketing. 2 more years of relevant work experience may be accepted in lieu of advanced degree.

Work experience:

Minimum 5 years of digital marketing experience; including web/social media, content creation/strategy/management, E-commerce, CRM, media planning, SEO/SEM, data analysis, UX.

- Hands-on experience with Adobe Creative Cloud, Canva, Drupal CMS, Google Analytics/Ads, Hootsuite, Meta Business Manager, Salesforce would be an asset.
- Stays up-to-date on digital trends; e.g., audience behavior, E-commerce/FR, content, UX, marketing technologies, social listening, AI.
- Mix of private/public/nonprofit sector, agency/client-side experience & international settings is ideal.
- Budget planning & management experience.
- Excellent data manipulation & analysis skills, with a perpetually iterative test-&-optimize mindset.
- A visionary collaborator with experience leading, managing & motivating her/his own team.

Language proficiency:

Excellent communication & writing skills - in both Bahasa Indonesia & English.