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| Job Description Type: | Specific Job Description | Region: | LACR |
| Category: | NO (National Officers) | Country: | Argentina |
| Reason for Classification: | Revised responsibilities | Duty Station: | Buenos Aires |
| Level: | NOA | Office: | |
| Title: | Digital Communication Officer | Section: | Communication |
| Title Information in Parenthesis: | | Unit: | |
| CCOG Code: | 1A05 | Case Number: | |
| UNICEF Code: | ICT | Post Number: | 102877 |
| Reports To: | Digital Communication Officer NOB | Supervisory Responsibilities: | FT - Digital Communication Associate GS6 TA - Digital Communication Associate GS6 |
| Classified by: | Natalia Paquin | Classified Date: | 4/26/2022 |

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| Organizational Context: | The position is framed in Outcome 5 of the Cooperation Program of the UNICEF Argentina office, whose result is that by 2025, children and adolescents develop in a society that recognizes them to a greater extent and has increased its commitment to the full guarantee of their rights. |
| Purpose of the Job: | The position will report to the Digital Communication Officer and will be oriented to the planning, implementing, monitoring and evaluating the digital and social media aspects of CO's advocacy and communication strategy; articulating with the areas of programs and fundraising, thus collaborating in the promotion of the rights of children and adolescents through the participation and engagement of audiences and communities in the digital ecosystem. |
| Key functions, accountabilities and related duties/tasks: | <p>The position will work in coordination with the rest of the Communication team, under the supervision of the Digital Communication Officer, and integrally with the PROGRAMS and PFP teams, in actions linked to digital communication strategies for campaigns; emergencies that require awareness-raising actions and mobilization of resources through digital channels; and events of the organization's work program.</p> <p>Will be responsible for:</p> <ul style="list-style-type: none"> • Supervision, development, implementation and updating of the digital content and social media engagement aspects of the Office's Communication and Public Advocacy Strategy • Knowledge management, monitoring and reporting, and capacity building in the areas of digital content and social media • Quality control of content produced for programmatic and fundraising purposes through digital channels. <p>Duties and tasks:</p> <p>1. Digital Content: Ensure that the development, implementation and updating of the digital content within the Office's Communication and Public Advocacy Strategy are timely and effectively executed.</p> <ul style="list-style-type: none"> • Supervise the update of the institutional website and social media channels with relevant, mobilizing and timely content, aligned with the Advocacy and Content Calendars of the office. • Articulate with internal and external counterparts for the development of campaigns, audiovisual and interactive content. • Supervise the implementation of the structure and layout of the website based on the Cooperation cycle. • Supervise the production of videos and other multimedia assets to be published through digital channels. • Utilize digital and social media channels and tools to report on the office's events, initiatives and campaigns. <p>2. Digital Engagement: Ensure that the development, implementation and updating of the social media engagement aspects within the Office's Communication and Public Advocacy Strategy are timely and effectively executed.</p> <ul style="list-style-type: none"> • Supervise the creation and implementation of innovative and engaging digital and social media content. • Supervise the coverage of live events through the office's digital channels. • Supervise the creation of reports and the monitoring of mentions and comments about brand and initiatives on digital channels. • Analyse Office's digital channels performance and implement different approaches and adjustments as required, with a special focus on innovation. <p>3. Digital materials: Ensure that the production of digital communication products and material is timely executed and followed up to support the country office's communication and public advocacy strategy, regional and global campaigns and priorities.</p> <ul style="list-style-type: none"> • Identify effective and relevant country programme activities and results. Develop complementary, country specific and local community digital materials and activities. • Support the production of innovative communication material (e.g. human life stories, images, video, landing pages, etc.) that meet the country and global standards as set out in the UNICEF Brandbook and Communication Toolkit. • Supervise and edit articles, press releases, human interest stories and other advocacy/information material for both web-based and social media, as appropriate. |

- Follow up on the production of advocacy and communication material (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design, etc.) to meet standards as set out in the UNICEF Brandbook and Communication Toolkit.
- Maintain an up-to-date documentation centre for digital communication material including publications, press releases and clippings, photographs, audio-visual material and web resources.
- Recommend appropriate information and digital communication material for use in media and other advocacy and communication activities.

4. Monitoring and reporting: Ensure that regular monitoring and reporting of activities on digital channels are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure that results and reports are prepared and shared on a timely basis.

- Monitor and report the appropriate and timely dissemination of advocacy and communication digital materials to target audiences and participate in the evaluation of their impact.
- Monitor the public perception of UNICEF on digital channels and recommend appropriate action to maintain a positive image for the organization.
- Ensure good quality data collection, analysis and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Undertake a “lessons learned” review of successful and unsuccessful digital communication experiences as directed by supervisor and prepare reports if required.

Impact of Results:

Through the efficiency and effectiveness of her/his work, the Digital Communication Officer will be able to supervise the optimization of the office's digital communication channels, generate inputs to improve the quality of initiatives and content and develop reports and learnings that will improve their performance.
This will have a positive impact on the achievement of the objectives established for the Communication area in the current Cooperation Program (Outcome 5 and Effectiveness), in addition to collaborating with the goals of the Program areas, Fundraising and the office in general.

Competencies and level of proficiency required:

Core Values:
Care
Respect
Integrity
Trust
Accountability

Core Competencies:
Demonstrates Self Awareness and Ethical Awareness (1)
Works Collaboratively with others (1)
Builds and Maintains Partnerships (1)
Innovates and Embraces Change (1)
Thinks and Acts Strategically (1)
Drive to achieve impactful results (1)
Manages ambiguity and complexity (1)

Recruitment Qualifications:

Education: University degree in Communications, Journalism, Marketing, Public Relations or related field.

Experience: 1 year of progressively responsible work experience in integrated communications, digital communication for social causes and/or advocacy campaigns.

Experience in the non-governmental organization and/or governmental sector is a plus.

Additional years of experience in digital communication, social media and interactive digital media are assets.

Additional years of work experience in the implementation of digital strategies for agencies linked to human rights, civil society organizations and/or the United Nations system are assets.

Language Requirements: Superior written and verbal communication skills in Spanish are a must. Fluency in English.

Other Requirements:

Excellent operational management of digital and social media platforms.

Excellent operational management of platforms for digital analytics reporting and social listening.

Excellent writing skills are required.

Experience working in media and/or communication/digital agencies will be an asset.

Advanced knowledge of image and video editing tools would be an asset.

Ability to work in a team and with partners on several projects simultaneously is required.

Ability to plan work strategically, adapt to change, manage complexity and work under tight deadlines is required.

Interpersonal communication skills are a plus. Proactive and responsible attitude; ability to understand the issues to be developed and propose appropriate solutions in a timely manner.

Attachments:

Approval Job classification.pdf
Org chart Communication 2022.pdf