



## SPECIFIC JOB PROFILE

### I. Post Information

Job Title: **Digital Communication Associate**  
 Supervisor Title/ Level: **Digital Communication Officer (NOA)**  
 Organizational Unit: **Communication**  
 Post Location: **Argentina**

Job Level: **GS-6**  
 Job Profile No.: **82658**  
 Job Classification Level:

Reason for Classification: **JD Update**  
 Approved by HoO and Org Chart included.  
 Functional Code: **COM**  
 ICSC CCOG Code: **2A08**  
 Job Classification Level: **G-6 at 24<sup>th</sup> percentile**  
 Classified by: **Nuriel Cedeno, Sr. HR Associate, LACRO**  
 Date: **01/Nov/2021**

### II. Strategic Office 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.

#### Strategic office 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 for the job:

The position reports to the Digital Communication Officer and will be oriented to support the implementation of different communication strategies in the digital channels of the Country Office, as well as the planning, generation, and management of content in them; 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.

### **III. Key functions, accountabilities and related duties/tasks:**

The position will work under the supervision of the Digital Communication Officer, and integrally with the Communications, 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.

The position will support the planning, generation, and management of content adapted to each of the digital channels of the office; monitoring of trends and reputational alerts; analysis and reporting of digital metrics, evaluation of channel improvements, analysis, optimization of the institutional website (Drupal content manager) and specific channels of campaigns or actions; and management of digital tools for adolescent participation (U-Report).

#### **Planning, generation, and management of digital content:**

- Support the planning and organization of the content calendar for digital channels based on the organization's Calendar of Activities; support the generation and management of resources that collaborate in the dissemination of the rights of children and adolescents, encouraging the participation and engagement of communities in the digital ecosystem.
- Contribute to the articulation with the rest of the Digital and Communication teams, generating opportunities for innovative and feasible content to enhance the reach and engagement with our followers.
- Contribute to the articulation with internal and external counterparts for the development of campaigns, audiovisual and interactive content.
- Monitoring of trends and reputational alerts through the use of social listening tools.
- Coverage of live events through the office's digital channels.

#### **Analysis and reporting of digital metrics:**

- Capture, processing, and monthly reporting of data and metrics of the office's digital channels, contributing to the elaboration of the Communication area indicators for both Outcomes (Mobilized Society and Effectiveness) of the current Cooperation Program.
- Support for the preparation of the Reporting results and metrics for Communication, Programs, and Fundraising campaigns.
- Detection of insights to improve the performance of digital channels and content.

#### **Analysis and optimization of the institutional website and other campaign or action sites:**

- Content management of the institutional website (Drupal CMS).
- Support to planning the structure and layout of the website based on the new Cooperation cycle 2021-2025.
- Detection of site optimization opportunities within the operational possibilities of the system.
- Contributes to the analysis and reporting of specific metrics, detecting insights that help to create content with higher engagement.

#### **Management of digital tools for adolescent participation:**

- Contributes to the implementation of initiatives and tools that promote adolescent participation on digital environments (U-Report, RapidPro, among others).
- Contributes to the articulation with internal and external counterparts to generate initiatives where adolescents can express their opinions through online channels and/or surveys (U-Report).

- Provide inputs to the Analysis and reporting of metrics on adolescent participation through digital channels in the organization's initiatives.

#### IV. Impact of Results

Through the efficiency and effectiveness of her/his work, the Digital Communication Associate will be able to collaborate with the optimization of the office's digital communication channels, generate inputs to improve the quality of initiatives and content and contribute to 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.

#### V. Competencies and level of proficiency required

(Please base on UNICEF Competency Framework)

<u>Core Values attributes</u>	<u>Core competencies skills</u>
<ul style="list-style-type: none"> <li>• Care</li> <li>• Respect</li> <li>• Integrity</li> <li>• Trust</li> <li>• Accountability</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrates Self Awareness and Ethical Awareness (1)</li> <li>• Works Collaboratively with others (1)</li> <li>• Builds and Maintains Partnerships (1)</li> <li>• Innovates and Embraces Change (1)</li> <li>• Thinks and Acts Strategically (1)</li> <li>• Drive to achieve impactful results (1)</li> <li>• Manages ambiguity and complexity (1)</li> </ul>

#### VI. Recruitment Qualifications

Education:	<ul style="list-style-type: none"> <li>- Completed secondary school -</li> <li>- Tertiary/university studies in Communication/Journalism, Digital Marketing, or related social media careers will be an asset.</li> </ul>
Experience:	<ul style="list-style-type: none"> <li>- At least 6 years of professional experience in communication and/or digital marketing, in particular in the use of tools and platforms such as Facebook, Instagram, Twitter, LinkedIn, TikTok, YouTube, etc. (excluding).</li> <li>- Accredited at least 3 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.</li> </ul>
Language Requirements:	<ul style="list-style-type: none"> <li>- Superior written and verbal communication skills in Spanish are a must.</li> <li>- Fluency in English</li> </ul>

Other Requirements:	<ul style="list-style-type: none"> <li>- Excellent operational management of digital platforms, social media and CMS (Drupal).</li> <li>- Excellent operational management of platforms for digital analytics reporting and social listening.</li> <li>- Advanced skills in the management and implementation of ads on digital platforms (Facebook Ads, Google Ads, etc.) will be an asset.</li> <li>- Advanced knowledge of messaging apps (Whatsapp, Messenger, Telegram) and online surveys platforms focused on adolescents (U-Report, Rapidpro) will be an asset.</li> <li>- Excellent writing skills are required.</li> <li>- Experience working in media and communication/digital agencies will be an asset.</li> <li>- Advanced knowledge of image and video editing tools will be an asset.</li> <li>- Ability to work in a team and with partners on several projects simultaneously is required.</li> <li>- Ability to plan work strategically, adapt to change, manage complexity and work under tight deadlines is required.</li> <li>- 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.</li> </ul>
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