



UNITED NATIONS CHILDREN'S FUND
GENERIC JOB PROFILE

I. Post Information

Job Title: **Communication Associate (Digital)
post # 94394**
Supervisor Title/ Level: Communication
Specialist NOC post #3927
Organizational Unit: Communication, Bogota
Post Location: **UNICEF Country Office**

Job Level: **G-6**
Job Profile No.:
CCOG Code:
Functional Code:
Job Classification Level: **G-6**

II. Organizational 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.

Job organizational context

Since 2014 UNICEF has embraced a digital first approach to communication, which was groundbreaking and featured the rollout of the digital transformation project to establish the organization's leadership in digital communication in favor of children's rights. In the last years Colombia CO has consolidated a social media presence that contributes to increase brand awareness, sustain programmatic and advocacy goals and support fundraising initiatives.

This has increased the channels and interaction with UNICEF's diverse audiences. The issues that UNICEF positions on social media generate more conversation within the digital community, which requires a stronger follow-up and risk mitigation, considering the reputational risks that permanent exposure implies.

Purpose for the job

Under the supervision of the Communication Specialist, NO-C, the Communication Assistant (Digital) will support the implementation of the Country Office social media strategy and will oversee the day-to-day management of the Country Office digital platforms.

The Communication Assistant (Digital) will assist in the implementation and monitoring of a digital strategy aligned with the Country Office's Communication and Advocacy Strategy to get children's and women's issues into the public domain, advocate to strengthen political will in support of UNICEF's mission and objectives in the country and enhance the organization's credibility and brand. This position will also contribute to supporting the CO management in decision making for brand positioning and political positioning of the organization. This will ensure the consolidation Country Office's digital presence in favor of the Country Programme needs and UNICEF's global digital media guidelines.

III. Key functions, accountabilities and related duties/tasks

KEY ACCOUNTABILITIES and DUTIES & TASKS

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.

- **Support the design and implementation of the Digital Communication Strategy:**
 - Collaborate in the digital implementation of communication campaigns and advocacy strategies for segmented audiences. Suggest innovative ideas to implement in the digital field to contribute to the achievement of the defined objectives.
 - Ensure a coherent and consistent digital presence of UNICEF by the implementation of an integrated strategy that combines programmatic objectives with fundraising needs.
 - Maintain close collaboration with supervisor, Communication team, Programme team, PFP and Regional and HQ key stakeholders for an effective overall collaboration in the implementation of the Country Office digital strategy.
 - Keep updated and research on the latest trends in digital platforms and user behavior. Ensure on-going assessment on new and different practices and their application for an evolving and innovative strategy that contributes to UNICEF's positioning in digital.
 - Identify new opportunities to continually improve UNICEF's digital presence that strengthens digital ecosystem.
 - Carry out the operational role of social media. Manage and refine day-to-day content and activities: drafting, moderation, and evaluation.

- **Create and implement the Content strategy for Country Office platforms:**
 - Manage UNICEF's day-to-day digital presence and content in several social networking sites (Facebook, Twitter, Instagram, YouTube, LinkedIn, Tik Tok, etc.) and institutional website.
 - Implement a weekly and monthly content plan and editorial calendar based on the defined work plan, which suggests the platforms to be used for each topic and adapts the content- to each social network's characteristics.
 - Define and monitor the editorial calendar, generate specific messages for each platform, coordinate the production of multimedia digital content, carry out digital coverage of events.
 - Liaise with vendors on the production and design of images, infographics, videos, animations, gifs and any visual materials to be used as input for any of UNICEF's digital communication platforms.
 - Keep updated on the office events to integrate all public interest activities and messages to a unique calendar and give coverage to all relevant issues.
 - Adapt institutional, programmatic, and fundraising contents to accurate formats to reach desired audiences in social networks profiles and institutional web,

ensuring valuable but accessible information and consistent message from UNICEF across all platforms.

- Assist in the development and management of content for the institutional website, keep it updated, suggest innovations and improvements to increase the number of visits and prepare reports on its performance.
- Include the mailing channel in the content management plan. Use thematic contact lists to reach CO target audiences with campaigns, events, publications, or office launches.
- Coordinate the digital component of local communication campaigns: adapt content to generate specific materials for each network.
- In coordination with the fundraising section, support the strategy for lead generation and data collection digital campaigns: centralize the content review of this communications.
- Detect ad investment opportunities in different platforms, assist in the development of investment plans for those campaigns that are defined as priorities and require greater reach among audiences.

- **Community management and social media listening:**

- Update and apply the defined Q&A guidelines to manage social media interactions that arise from organic and paid posts.
- Moderate organic interaction and promote digital engagement amongst digital communities.
- Maintain and systematically grow UNICEF's current on-line community across all platforms, keep it engaged and interact with them by answering their questions and managing the flow of information.
- Keep in close contact with interactions amongst UNICEF communities, to understand the mood, tone, and reactions the different contents generate in the audience.
- Monitor digital conversations on different topics of UNICEF concern to use as evidence and basis for content strategy generation and detect opportunities.
- Assist in the development of the digital component of local communication campaigns: contribute to response manuals to possible comments, foresee possible risks and propose mechanisms to mitigate them.
- Manage and moderate interactions that arise from digital fundraising campaigns and anticipate potential crisis. Report all relevant information to the fundraising operation as well as to UNICEF's reputation.
- Identify influencers on programmatic issues that have a public interest component. Generate new relations and strengthen pre-existing liaison.

- **Support performance monitoring and reporting of digital communication efforts:**

- Reporting: Monitor and report on a monthly basis the performance of all digital communication platforms, according to the KPIs defined by the global communication strategy, as well as the indicators defined locally.
- Apply to all communication campaigns and initiatives the specific tracking of digital key performance indicators. Monitor engagement and impact and success and propose ideas of opportunities for improvement and on-going refinement of the indicators and strategy. Ensure results reporting at the end of each campaign.
- Follow up on the optimization of fundraising digital campaigns.
- Liaise with the digital marketing agency on the implementation and monitoring of the paid social media component. Choose together the best indicators to measure the objectives defined.

IV. Impact of Results

KEY END-RESULTS

The incumbent will be accountable for the implementation of the tasks and responsibilities in the digital field described above. The efficiency and effectiveness of its support to the digital communication strategy will contribute to sustainable results for the communication and advocacy strategy and will enhance UNICEF's objective of creating awareness and mobilize society in favor of children rights.

V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles)

Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

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)

VI. Recruitment Qualifications

Education:	Completion of Secondary School. University degree in Communications Journalism, Public Relations or related fields is an asset.
Experience:	<p>Minimum of 6 years of professional work experience in digital communication, community management, brand content production or interactive digital platforms.</p> <p>For this position, a bachelor's degree from a recognized academic institution in a relevant field may replace three years of related work experience. A master's degree may replace additional two years.</p> <p>Experience in international organization or non-profit sector is an asset.</p>
Language Requirements:	Working knowledge of English is required.