

Web and Social Media Manager
UNFPA ASRO

ACTIVITIES AND RESPONSIBILITIES

Under the guidance of the Regional Communications Advisor, based on the regional communications strategy, and working closely with the Communications Specialist at UNFPA/ASRO and Communications staff in COs, the Consultant:

Content strategy:

- Contribute to the development of digital content strategies
- Help to strengthen the organisation's global reputation, specifically on key humanitarian crises in the region and themes, and lead on their execution.
- Create, edit, repurpose and deliver a wide variety of engaging content for digital channels, targeting a variety of key audiences, including the general public.
- Work closely with Public Communications counterparts in COs and in HQ to develop an integrated and coherent approach to communications and activities across online and traditional channels, using media opportunities to drive engagement
- Ensure the accurate, timely and effective delivery of digital content, optimised for search and audience engagement, providing ongoing evaluation of success of digital content initiatives after publication.
- Ensure coherence of the visual identity of UNFPA across channels across platforms.

Campaigns and content generation:

- Provide strategy, ideas and support to shape and drive digital campaigns and activities (short and long-term), and identify and collaborate on reactive opportunities, contributing digital input to quick turn-around campaigns.
- Offer guidance to COs, ensuring the effective integration of digital into communication campaign design and the wider communication strategies.

Manage the regional website for the Arab states:

- Manage daily updates of the regional website and solicit input from Country Offices to reflect UNFPA's work across the different countries
- When necessary, be able to translate texts for quick promotion (English-Arabic)
- Provide support to COs for the development of their own websites

Planning, monitoring, evaluation and analysis:

- Regularly participate to planning meetings
- Generate periodical quantitative and qualitative reports, analyzing and measuring the performance of Arabic digital content and the progress of channels, identifying areas of success and adjusting plans/strategies accordingly.

- Identify opportunities for digital content testing, implementing activities to evaluate and understand audience behaviour and engagement.

Coaching/training and guidance:

- Build capacity and internal knowledge on digital best practices, with a focus on content development and audience engagement.
- Train, coach and follow up COs managing their country-based social media platforms in Arabic (namely Facebook and Twitter), as well as their country-page on icrc.org/ar, where applicable, guiding them and advising them on best practices.

Minimum required knowledge and experience:

- University education in communication or related field, with a focus on digital/audio-visual production;
- 4 or more years of work in a similar field with a focus on digital production and promotion;
- Good communication and writing/editing skills English and Arabic;
- Capacity to analyse the political and social environment;
- Confirmed computer user and good knowledge of specialised online software.

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