



JOB DESCRIPTION

Official Job Title:	Web and Social Media Analyst	
Duty Station	Cairo, Egypt	
Grade (Classified)	SB-4 (equivalent to NOB)	
Duration	One year renewable	
Type of Contract:	Service Contract	
Post Type:	<input type="checkbox"/> Rotational <input checked="" type="checkbox"/> Non-Rotational	
Organizational Unit	Arab States Regional Office	Date: December 2017

II. Organizational Context

The overall purpose of UNFPA is to help governments attain the relevant SDGS and fulfill their commitments as per the ICPD, thus ensuring relevant population-related policies effectively help governments manage their population. To help in this, UNFPA's communications seek to promote good practices, encourage the empowerment of population under our mandate (women and young girls, youth) and show the relevance of UNFPA's response to humanitarian situations, hence positively influence the perception that donors have of us.

Under the overall supervision of the UNFPA Regional Communications Advisor (RCA), the incumbent will be responsible for helping to enhance the information flow and visibility of UNFPA by using ASRO's website and social media to highlight reproductive health, gender and GBV issues, in addition to promoting UNFPA's humanitarian response. Specifically, the incumbent will develop and maintain the Arab region's website (English and Arabic) and engage the general public through dynamic and strategic use of social media (Facebook and Twitter).

The Web and Social Media Analyst will help provide communications support to UNFPA's communications offices in the Arab region to promote UNFPA, programs, messages, and visibility.

Once a project/product is decided and initiated (as per the regional communications strategy and work plan), the incumbent will be actively engaged with getting and finalizing digital content, in collaboration with communicators in country offices.

Job Purpose:

- Ensuring dynamic and updated digital engagement through UNFPA's regional online portals (website and social media).
- Increase visibility for UNFPA by making data and findings available for online use.
- Working closely with RCA, the web specialist in HQ and communicators in COs, regularly update UNFPA/ASRO new website so that it is always a source of credible and constantly update information on population issues, including stories and data, ensuring they meet UNFPA's corporate requirements and that all uploaded material is consistent
- Daily updating news via ASRO's social media, as per priority messaging set by HQ and by RCA
- Contributing to the gradual establishment of Arabic as a main language of UNFPA's global website (so far only available in English, French and Spanish)

III. Functions / Key Results Expected

Develop a Content strategy:

- Contribute to the development of digital content strategies
 - Help strengthen the organisation's global reputation, specifically on key issues of UNFPA's mandate in the region
 - Create, edit, and deliver a wide variety of engaging content for digital channels (ASRO's website and ASRO's Facebook and Twitter channels), targeting a variety of key audiences, including the general public.
- Work closely with ASRO's Communications team to develop a coherent line of communications for the web and social media, using media opportunities to position UNFPA on issues in its mandate
- 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
- Provide input on the visual identity of UNFPA across channels, ensuring coherence across platforms

Organize campaigns and content generation:

- Maintain frequent contact with MCB (web and social media managers at HQ) and communication teams of Arab states' COs to jointly generate new online content. Where relevant, s/he edits content received from the field, and sends it out for translation into other languages.
- Provide strategy, ideas and support to shape and drive digital campaigns and activities (short and long-term).
- Offer guidance to COs, ensuring the integration of digital communication into communication strategies.

Plan, monitor, evaluate and analyse:

- 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 behavior and engagement.

Coach/train and guide COs communicators:

- 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-websites, guiding them and advising them on best practices.

Support the global website's Arabic content:

- To help make the global website available in Arabic, the web manager will supervise the translation and placement of main sections and main news stories and will work directly will the global website managers

IV. Impact of Results

- Incrementally higher level of cohesiveness in the area of communications within the Arab region.
- Consistent development of ASRO's website
- Increased followers on Facebook and Twitter because of more interaction and more digital production
- Availability of Arabic basic information on UNFPA's global website

V. Competencies

- Ability to take initiative and work with minimal supervision.
- Strong conceptualization skills, sound judgment.
- Strong communications expertise.
- Excellent coordination skills to work on several projects simultaneously.
- Interpersonal skills, team spirit and positive working relationships.
- Excellent writing and presentation skills.

VI. Job Requirements

Education:	<ul style="list-style-type: none">• University degree in communication or related field;
Experience:	<ul style="list-style-type: none">• 4 or more years of work on online information platforms;• Ability to produce digital/visual content, including basic photo and video editing; ability to produce video is a plus• Confirmed writing skills to produce texts in English and Arabic for online use• Capacity to analyze the political and social environment and suggest adequate messaging;• Confirmed computer user and good knowledge of specialized online software.
Language Requirements:	Full command of Arabic and English, French is a plus

VII. Signatures/Certification

Immediate Supervisor

Tamara Alrifai, Regional Communication and Advocacy Advisor

Name / Title

Signature

Date December 12, 2017

TAMARA ALRIFAI RCA 


Head of Office

Karen Daduryan, Deputy Regional Director/OIC

Name / Title

Signature

Date December 12, 2017


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