



JOB DESCRIPTION

Official Job Title: Web and Social Media Specialist

Duty Station: Cairo, Egypt

Grade (Classified): SB-4

Duration One year renewable subject to satisfactory performance and availability of funds (for a maximum of 5 years)

Type of Contract: Service Contract (SC)

Post Type: Non-Rotational

Organizational Unit: Arab States Regional Office

Date: July 2020

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 the 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 use ASRO's social media platforms (Facebook, Instagram, and Twitter) to promote UNFPA.

The Social Media and Web Manager will help provide communications support to ASRO's various work areas/programs, and to UNFPA's country offices in the Arab region. More specifically, and since communications is a cross-cutting activity, the Communications Analyst



will support the RCA on production (mostly publications and web) of relevant material 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 communicators in country offices, particularly to get their input for that regional product. The Communications Analyst will also seek input for ASRO's website and for use on social media, after clearance by the concerned Country Office and by Regional Communications Adviser. The job has a large internal focus (coordination among Country Office s communicators) but an important external focus (keeping abreast of developments in a highly dynamic external environment).

Job Purpose:

Contributes professional communication support to emerging events and to products planned throughout the year

Working closely with RCA, the web specialist in MCB and communicators in COs, regularly update UNFPA/ASRO 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

Supervisory arrangements:

Reporting to the Regional Communications Adviser, working in close cooperation with relevant RO office staff, CO staff, and external partners.

III. Functions / Key Results Expected

- 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,
- Daily updating news via ASRO's social media, as per priority messaging set by HQ and by RCA
- Monitoring and progress control, including reporting requirements, periodicity format and deadline:
- 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.

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

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

V. Core Values

- Exemplifying Integrity;
- Demonstrating commitment to UNFPA and the UN system;
- Embracing diversity;
- Embracing change;



VI. 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;

VII. Job Requirements

Education:

- A Master's degree in Communication, Journalism, Public Relations or related field and at least 2 years' experience in the communications area.
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- Candidates with a Bachelor's degree in Communications, Journalism, Public Relations; or related fields may also apply but must have at least 5 years professional work experience in the communications area.

Experience:

- Candidates with Master's Degree should have at least 2 years of relevant experience while candidates with Bachelor's degree should have at least 5 years' experience in institutional communications, including campaigns and production.
- Familiarity with the human rights-based approach to programming.
- Familiarity with the aid context and development processes in the Arab region.

Language Requirements:

- Excellent command of English language and Arabic. Ability to speak French will be a definite added advantage

The position is located in Cairo, Egypt. The position will be 50% remote and 50% office based. ASRO will provide an office space and required IT equipment.



VIII. Signatures/Certification

Immediate Supervisor

Name / Title Signature Date Chief Division/Section

Name / Title Signature Date