UNHCR JOB DESCRIPTION

(When finalised and approved by the Post Manager(s), e-mail to HQPC00)

Date of Classification [1]:

PART 2A – IDENTIFICATION OF POSITION

Position No: **10023039**

Position Title: Social Media Associate

Position Grade: G6

Position Location :   Abu Dhabi, UAE

Functional Group[1] :

Supervisor Position No., Title & Grade: 10016997, Global Website Editor /P3

CCOG Code [1] :

Job Code [1] :   Job Profile [1] :   Category: [1] :

(1)   To be completed by PCU

PART 2B – POSITION REQUIREMENTS

2.1 ORGANIZATIONAL CONTEXT. *Define <u>the role of the position within the team</u>, describing its leadership role, if any, it's external/internal work relationships or contacts, the contextual environment in which it operates and the scope of supervision received, and where applicable, exercised by the incumbent.*

The Social Media Associate will work closely with the Global Website Editor (Arabic) and the Website Editorial Associate (G6). He/she will be expected to build on the current momentum of the Arabic social media handles and further enhance them through a more strategic and regular planning and posting with a view to drive additional footfall to the Arabic website, expand our outreach, awareness and online fundraising campaigns in the region and beyond in addition to achieving wider engagement with UNHCR's partners. The incumbent will report directly to the Global Website Editor (Arabic).

The incumbent's role includes handling UNHCR's global Arabic-language social media accounts, working closely with the rest of the teams across DER in the region and beyond; and coordinating with the digital team at HQ and all other relevant actors across the organization, including field-based PI and social media managers within country offices. The incumbent will also build and leverage relationships with social media editors at leading news and media organizations, helping to secure external placement of UNHCR content and enhance coverage of UNHCR's work and the plight of refugees. The incumbent will also be required to provide periodic analysis of the progress made on Arabic social media platforms and produce regular reports as appropriate.

The incumbent will furthermore work to develop, expand and refine UNHCR's global social media presence in Arabic, strengthening editorial coordination, monitoring public conversations on social media and engaging target audiences while addressing and averting potentially damaging conversations about UNHCR. This includes strengthening coordination and editorial planning among UNHCR social media managers around the globe to support media relations, advocacy, awareness-raising and fundraising objectives as well as strengthening analytics to inform the social media strategy and work-plans.

Because of the very public and fast-moving nature of social media, the incumbent must exercise outstanding editorial skills and political judgment in order to ensure that UNHCR's reputation is not damaged, especially when engaging with the audience while providing information and answering queries.

2.2 FUNCTIONAL STATEMENT. *Describe the accountabilities, responsibilities and authorities associated with the position.*

Accountability *(key results that will be achieved)*

- UNHCR Arabic social media content is developed and managed in line with DER's strategic objectives and targeting clearly defined audiences (i.e. news media, influencers, general public, governments, private donors, persons of concern, etc.)
- UNHCR content reaches key online communities through close alignment of web publishing, social media engagement and partnering with news/media organizations.
- UNHCR's core social media accounts are operated in a manner that advances the organization's broader communications goals and maximizes engagement with priority audiences.

Responsibility *(process and functions undertaken to achieve results)*

- Contribute to and execute a social media strategy for UNHCR that focuses on DER's primary audiences (news media, general public, donors) and leverages opportunities for greater community engagement.
- In accordance with DER's communications objectives, drive production of high-impact social media content that effectively informs and engages external audiences and supports media and advocacy campaigns.
- Strengthen use of UNHCR's core social media accounts (notably the global Arabic accounts on Twitter, Facebook, YouTube, Instagram, etc.) while enabling the Digital Engagement Section and Private Sector Fund Raising to lead on social media marketing.
- Manage, according to clear principles, access to UNHCR's core social media accounts, ensuring their security and accountability.
- Help to develop, in collaboration with the News and Media Section and other key stakeholders in DER, an appropriate social media crisis communications protocol to address and avert potentially damaging conversations about UNHCR.
- Establish and nurture relationships within global media partners (including news organizations, social media companies and relevant technology leaders) to strengthen UNHCR's social media content and help it reach a wide audience.
- Help develop, in collaboration with the News and Media Section and other key stakeholders in UNHCR, guidance on the use of social media in the context of new emergencies to help UNHCR provide credible, real-time information that supports media and fundraising objectives.
- Participate in relevant professional meetings and events to build active relationships across the industry; represent the organization externally when required.
- Help implement plans for strategic consolidation of UNHCR social media accounts.
- In cooperation with the Strategic Communications Section, ensure high-level message and branding consistency in social media content and platforms.
- Help establish and adhere to clear performance and measurement metrics for all social media accounts and campaigns to effectively inform results-based decision making and to monitor and drive the effective use of resources.
- Support and help shape clear social media guidelines, advice and training programmes to support the production and sharing of high-impact social media content by staff performing various external relations functions.
- Perform any other related duties, as requested.

Authority (*decisions made in executing responsibilities and to achieve results*)

- Decide on social media content for UNHCR's core social media accounts and platforms reaching different target communities.
- Post to UNHCR social media accounts.
- Manage user roles on UNHCR social media accounts.

2.3 REQUIRED COMPETENCIES, *which illustrate behaviours that are essential to achieving deliverables described above, and that are critical to successful performance. All jobs require the staff to abide to the Values and Core competencies of UNHCR. Where applicable, select a maximum of six Managerial and three Cross-Functional Competencies. (Note that the Performance Appraisal and Management System (PAMS) allows for up to five Cross-Functional Competencies to be selected by the staff member and the supervisor.)*

	Code	**Managerial Competencies**
1. ☐	M001	Empowering and Building Trust
2. ☐	M002	Managing Performance
3. ☐	M003	Judgement and Decision Making
4. ☐	M004	Strategic Planning and Vision
5. ☐	M005	Leadership
6. ☐	M006	Managing Resources

	Code	**Cross-Functional Competencies**
1. ☐	X001	Analytical Thinking
2. ☒	X002	Innovation and Creativity
3. ☒	X003	Technological Awareness
4. ☐	X004	Negotiation and Conflict Resolution
5. ☒	X005	Planning and Organizing
6. ☐	X006	Policy Development and Research
7. ☒	X007	Political Awareness
8. ☒	X008	Stakeholder Management

9. ☐ X009   Change Capability and Adaptability

2.4 ESSENTIAL MINIMUM QUALIFICATIONS AND PROFESSIONAL EXPERIENCE REQUIRED. *Define the <u>educational</u> background, the <u>relevant job experience</u> and <u>the language(s)</u> that are essential to perform the work of the position.*

-   Completion of the Secondary Education with post-secondary training in Journalism, Communications or related field.
-   Minimum 3 years of relevant work experience in progressively responsible functions producing, editing and disseminating multimedia content for global online audiences.
-   Demonstrated ability to write and edit social media posts to a standard high enough for immediate publication.
-   Sophisticated understanding of the social media landscape, including trends in new tools and platforms, and particularly those gaining traction among news organizations.
-   Experience using advanced tools for social media publishing, monitoring and marketing, such as Hootsuite Enterprise, TweetDeck, etc.
-   Experience producing and interpreting social media analytics to inform strategy and work plans.
-   Proven ability to manage multiple priorities within specified timeframes.
-   Proven ability to conceptualize, plan and execute ideas as well as transfer knowledge and skills.
-   Established relationships with social media editors at leading news and media organizations who can be called on to help share UNHCR content.
-   Awareness of best practices in user experiences and design.
-   Fluency in both Arabic and English.

2.5 DESIRABLE QUALIFICATIONS & COMPETENCIES. *Describe any experience or knowledge that would be an asset, such as: UNHCR Learning Programmes, other training, additional languages, Field/HQs experience, etc.*

-   Experience developing and conducting training workshops on social media and speaking about social media in relevant public forums.
-   Experience strengthening integration of web and social media content, for example through the use of Twitter cards.
-   Experience working in an international non-profit context, or ability to demonstrate experience of an equivalent working context with awareness, advocacy and fundraising objectives.