

Social Media Officer Profile

Various Locations

Grade: Junior (P2), Mid (P3) and Senior (P4) Level Positions

The United Nations High Commissioner for Refugees (UNHCR) is mandated to lead and coordinate international action to protect and assist refugees and other persons of concern. It is constantly seeking talented, compassionate candidates with high-integrity to strengthen its capacity to respond urgently to crises with the right skills. Given the nature of UNHCR's work, it is essential that its workforce has the right mix of skills and qualities to fulfil its mandate. In this regard, Division of External Relations at UNHCR is looking for talented individuals to complement the team.

Typical functions may include:

- Serve as community manager for any of our country, regional or global social media accounts, producing and curating content that reflects communications priorities and key messages and speaks effectively to the audience.
- Monitor and moderate comments on social media posts, intervening as appropriate to answer questions and guide the conversation.
- Produce social media content from the field, including photos and short videos that showcase UNHCR's operational work and the rights and needs of refugees and other people of concern.
- Train colleagues to use social media effectively, including country Representatives and field-based communicators.
- Develop high-impact social media content – including graphics, videos and other multimedia formats – that effectively informs and engages external audiences and supports media and advocacy campaigns.
- Collect and analyze social media metrics to gauge reach, engagement and other performance measures for social media posts, accounts and campaigns, helping to inform results-based decision making and drive the effective use of resources.

General Requirements for all levels:

- Experience producing, editing and disseminating multimedia content for online audiences ideally for media outlets, international brands, political parties, NGOs, or other international institutions.
- Experience using advanced tools for online publishing, including content management systems and social media authoring tools like SocialFlow, Hootsuite or TweetDeck.
- Experience working in sensitive and fast-moving news, communications, advocacy and/or fundraising contexts.

- Experience producing and interpreting web or social media analytics to inform strategies and work plans.
- Strong editorial judgement, including ethical and political awareness.
- Sophisticated understanding of multimedia content, including how it can best be produced, packaged, published and shared on websites, on social media and with news organizations.
- Proven ability to conceptualize, plan and execute ideas as well as transfer knowledge and skills.
- Proven skills in communication, networking, negotiation, and ability to relate to different audiences.
- Strong diplomatic skills, highly developed political skills and judgement, understanding of UNHCR's external relationships.
- Excellent command of English and another relevant UN language (written, oral, comprehension) and highly developed writing and editing skills.
- Excellent computer skills (MS Office essential; Adobe Photoshop and/or Adobe Premiere Pro an asset). Familiarity with Slack and Trello an asset.

Minimum Qualifications and Professional Experience Required:

For positions at the P2 level

- Education: Degree in Communications, Political Science, International Relations or a related field.
- Job experience: Minimum 2 years of relevant experience with graduate degree (equivalent of a Master's), 3 years with undergraduate degree (equivalent of a BA/BS) in journalism, advocacy, communications, marketing or humanitarian work (ideally public information or content production).
- Excellent communication and editorial skills.
- Background in journalism, communications and/or advocacy.
- Languages: Proficiency in English is required.

For positions at the P3 level

- Education: Degree in Communications, Political Science, International Relations or a related field.
- Job experience: Minimum 5 years of relevant (international) job experience with graduate degree (equivalent of a Master's), 6 years with undergraduate degree (equivalent of a BA/BS) in journalism, advocacy, communications, marketing or humanitarian work (ideally public information or content production).
- Proven ability to act with discretion and diplomacy.
- Excellent communication and editorial skills.
- Strong understanding of the international global media environment, including grasp of social media.
- Strong knowledge of UNHCR operations mandate and global affairs.
- Languages: Proficiency in English is required.

For positions at the P4 level

- Education: Degree in Communications, Political Science, International Relations or a related field.
- Job experience: Minimum 8 years of relevant (international) job experience with graduate degree (equivalent of a Master's), 9 years with undergraduate degree (equivalent of a BA/BS) in journalism, advocacy, communications, marketing or humanitarian work (ideally public information or content production).
- Advanced professional news-writing and editing skills.
- Flexibility to undertake on short-notice field missions to humanitarian emergencies and other situations as needed.
- Languages: Proficiency in English and knowledge of a second UN language (Arabic/Chinese/French/Russian/Spanish) at B2¹ is required.

To apply and read a detailed Job Description, please visit: [Current vacancies](#).

The UNHCR workforce consists of many diverse nationalities, cultures, languages and opinions. UNHCR seeks to sustain and strengthen this diversity to ensure equal opportunities as well as an inclusive working environment for its entire workforce. Applications are encouraged from all qualified candidates without distinction on grounds of race, colour, sex, national origin, age, religion, disability, sexual orientation and gender identity.

¹ See <http://europass.cedefop.europa.eu/resources/european-language-levels-cefr>, the Common European Framework of Reference for Languages (CEFR).