

TERMS OF REFERENCE

Digital Engagement Officer SEO/SEM, IICA II

UNHCR Copenhagen

Position Title:	Digital Engagement Officer (SEO/SEM)
Contract/Level:	UNOPS IICA-II (equivalent to P3)
Category:	UNOPS
Section/Unit:	Digital Engagement Section, UNHCR Denmark
Duty Station:	Copenhagen, Denmark
Duration:	15 th October 2017 – 31 st December 2017 with possibility of extension
Closing Date:	4 th October 2017

Background Information:

Established in December 1950, the Office of 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. For more than six decades, UNHCR's work has helped over 50 million refugees restart their lives. UNHCR teams are in the field in over 125 countries, using their expertise to protect and care for nearly 65 million people who have been forced to flee their homes.

In more than six decades, the agency has helped tens of millions of people restart their lives. Today, a staff of some 8,600 people in more than 125 countries to help some 33.9 million persons.

UNHCR is rolling out a Digital Strategy a key objective of which is to increase traffic, engagement, private sector donations, and supporters from its global web presence. Strong search strategy and implementation is a critical pillar of this work (both paid and earned) alongside deep understanding of paid digital marketing techniques including social media.

The Digital Engagement Section sits within the department of External Relations (DER) and serves departments within DER, PSFR and the wider organisation. This position will work with key stakeholders at HQ and in the national offices to develop and implement SEM/SEO optimisation and other digital marketing activities.

Duties and Responsibilities:

Under the overall supervision of the Senior Digital Engagement Officer, the individual contractor will assist in the following:

Accountability (key results that will be achieved):

- Develop and execute digital marketing campaigns, identifying trends and insights in order to achieve maximum ROI in paid marketing campaigns.

- Work closely with the HQ digital team to run integrated paid digital marketing campaigns - inhouse or in conjunction with media buying agencies.
- Manage agency delivery of agreed digital marketing campaigns and emergency appeals for International market
- Increase traffic to UNHCR web properties by developing and implementing a comprehensive international search strategy both natural and paid.
- Perform ongoing research and audits and make recommendations for keyword discovery, expansion and optimization.
- Track, report and analyze website analytics and SEM initiatives and campaigns.
- Monitor organic search performance and make recommendations for improvement
- Work with UNHCR international and regional digital teams to ensure SEM best practices and testing strategies are properly implemented.
- Provide recommendations and execute steps for new keyword opportunities, campaigns structuring, targeting, copy, and other aspects of paid search and social media paid advertisement.
- Optimize copy and landing pages for search engine and other digital marketing campaigns.
- Monitor and evaluate both paid and organic search results and search performance across the major search channels in multi-language and globally including Bing, Yahoo and Google.
- Work with the development team and global offices to offer advice and ensure SEO/SEM best practices and techniques are properly implemented.
- Generate regular reports for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.

Monitoring and Progress Controls

- Weekly/Monthly and quarterly reports on SEM/SEO performance including recommendations
- Completion of the tasks and assignments detailed in the pre-agreed work plan to a suitably high standard (full details of the work plan tbc).
- Weekly/monthly one to one meetings with the supervising officer
- Set up of Google Grant accounts.
- Review of current paid search activity - to include full recommendations for improvement and optimisation.

Essential Minimum Qualifications and Professional Experience Required:

Education

- Advanced University degree -preferably with Digital Marketing Qualifications

Work Experience

- 4 Minimum of 6 years' job experience relevant to function - international experience preferred.
- Experience of working as a search specialist either in the commercial sector or for a not for profit organisation
- Experience of working with PPC/SEM, and social media ad platforms
- Experience of creating and managing digital marketing campaigns
- Experience of managing external digital marketing agencies
- Experience of delivering multi channel digital marketing campaigns
- Experience with website analysis using a variety of analytics tools including Google Analytics as well as internal reporting tools

Language

- Fluency in English (required)
- Knowledge of another language (French desirable)

Required and Desired Skills & Competencies:

Technical

- Solid understanding of digital performance marketing, conversion, and online donor/supporter acquisition (required)
- Knowledge of SEO techniques and how to integrate with PPC
- Knowledge of Google Tag manager
- Ability to digest large amounts of information to provide presentable and actionable data (required)
- Strong Excel skills and experience using Microsoft Office (Word, Publisher, PowerPoint and Outlook) (required)
- Excellent verbal and written skills, with a precise attention to detail (required)
- Interest in other areas of Digital Marketing (required)
- Working knowledge of HTML, CSS and JavaScript development and constraints (desirable)

General

- Ability to multitask projects and meet deadlines consistently (required)
- Experience of working with external digital marketing agencies
- Ability to develop and maintain effective work relationships with international team members (required)
- Strong interpersonal skills and ability to establish and maintain effective working relationships with people in a multi-cultural, multi-ethnic environment with sensitivity and respect for diversity (required).
- Strong project management skills including planning and schedule creation for digital marketing campaigns (required)

Location:

UNHCR Copenhagen, UN City, Marmorvej 51, 2100 Copenhagen Ø.

Applications:

Interested applicants should submit their letter of motivation and Personal History Form (P11), including testimonials/degrees/certificates to DENCOCMUHR@unhcr.org indicating ***“Digital Engagement Officer (SEO/SEM)”*** in the subject of the email.

P11 forms are available on www.unhcr.org/recruit/p11new.doc

Closing date for receipt of applications: Wednesday 4th October 2017