



VACANCY ANNOUNCEMENT

Digital Communications Officer (Social Media and Campaigns)
Communications and Engagement Division
Communication and Knowledge Subdivision

Deadline for application	Announcement number	Expected date for entry on duty	Duration of appointment	Duty Station
20 January 2023 23:59 hrs CET	VA 22/088/C&E	As soon as possible	two years with possibility of extension	Bonn, Germany

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The United Nations Framework Convention on Climate Change (UNFCCC) is the focus of the political process to address Climate Change. The UNFCCC secretariat supports the Convention, its Kyoto Protocol and the Paris Agreement through a range of activities, including substantive and organizational support to meetings of the Parties and the implementation of commitments. It is a dynamic organization working in a politically challenging environment to help resolve one of the defining environmental issues of our time.

Where will you be working

This position is located in UN Climate Change in Bonn, Germany, in the Digital Communications Unit of the Communication & Knowledge subdivision of the Communications and Engagement division, which is accountable for serving multiple cross-cutting objectives, including communicating authoritative, relevant and timely information to Parties, non-Party stakeholders and the public regarding the secretariat's process and action on climate change, with emphasis on proactively building support among all stakeholders so as to facilitate climate action and increase ambition.

The Digital Communications Unit is the in-house expert team on websites, social media, digital campaigns and mobile apps. The unit consults and guides the client division on concept, development, launch and post-launch regarding issues such as user research, platform and channel choice, existing data and content, content development, overlapping objectives with other products or teams, branding, messaging and technology. Reporting to the Head of the Digital Communications Team (P4), you will provide strategic direction on social media and outreach campaigns.

Your responsibilities

More specifically, your responsibilities include:

1. Providing strategic guidance and shaping the presence of UNFCCC on social media:

- a. Plan strategic outreach activities through social media campaigns and in collaboration with external partners within and outside of the UN system;
- b. Promote the voice of the Executive Secretary, the work of the secretariat and UN Climate Change process news on the social media platforms;
- c. Develop and define the tone and generate content for the social media presence such as Facebook, Twitter, Instagram, LinkedIn and possibly others;
- d. Provide guidance to senior management and to all divisions on the strategic and effective use of social media.



2. Leading the daily operations of UNFCCC's social media channels:

- a. Design and manage regular news production in the social media platforms in close collaboration with the Content Team.
- b. Exercise journalistic and political judgement to make timely editorial decisions on what should go on the social media platforms.
- c. Coordinate social media content in UN official languages (Chinese, English, French, Russian and Spanish) and ensure consistent editorial delivery.
- d. Monitor and evaluate interactions and feedback through social media presence, respond on behalf of the secretariat when deemed appropriate in liaison with the teams.

3. Implementing social media governance, monitoring and developing partnerships:

- a. Actively identify and maintain relations and partnerships with key stakeholders that contribute to the development and implementation of UN Climate Change's initiatives in the field of social media.
- b. Evaluate results and impact of communications activities on social media platforms; reports on developments, trends and attitudes regarding the UN and climate change.
- c. Assess the impact of the social media presence and outreach activities.
- d. Conceptualize and execute communications campaigns and provide social media input to the overall communications activities.
- e. Represent UN Climate Change in the UN social media communications group and liaise with social media focal points in the UN system and beyond.

4. Performs any other job-related activity: including those required to achieve the goals and objectives of the team, the Communication & Knowledge subdivision and/or the overall Communications and Engagement division and secretariat.

Competencies

Applying Professional Expertise: Demonstrates expertise of subject matter and the transferable skills required for the function; Shows the capacity to apply knowledge to deliver results based on acquired background and experience; Seeks opportunities to apply own technical skills across related disciplines, Keeps abreast of new developments and technologies in the field of expertise, Actively seeks to expand the existing level of job knowledge and expertise.

Communicating with impact: Speaks clearly and directly and is able to express views in an understandable, credible and persuasive manner; Writes in a well-structured and logical manner, in keeping with established UN standards; Openly shares information and keeps people informed; Uses appropriate communication tools to disseminate information; Listens carefully to understand other's views and responds appropriately; Seeks feedback and adjusts language, tone, style and format to match the audience.

Delivering results: Conducts a critical analysis of situations to develop sound goals and work plans; Consults with others to develop integrated, consistent and harmonized plans; Allocates and uses time efficiently, and monitors own performance against timelines and milestones; Foresees risks, plans for contingencies, and adapts to take account of changing circumstances; Perseveres to deliver projects and pursues results despite obstacles and setbacks; Manages competing demands and focuses on priorities to deliver results.



Learning continuously and knowledge sharing: Creates ideas and possibilities for change to improve the work of the organization; Establishes development goals, and actively undertakes formal and informal learning for professional and personal development; Applies newly acquired skills and knowledge; Shares knowledge proactively and contributes to the learning of others; Reflects on successes and failures and applies lessons learned to future activities; Engages colleagues or networks to test assumptions and conclusions, determine a course of action and arrive at new insights; Makes appropriate use of enterprise systems and tools to capture, share and access institutional knowledge.

Your qualifications

Educational Background

Required: Advanced university degree (Master's degree or equivalent) in Digital Communications, Journalism, Political and Social Sciences, International Relations, Public Relations or related area is required. A first level university degree in combination with two additional years of qualifying experience may be accepted in lieu of the advanced university degree.

Experience

Required: A minimum of five (5) years of progressively responsible experience in digital communications or related field is required. Experience in an international environment is an advantage. Broad knowledge of the UN system in general (highly desirable).

Asset: Strong diplomatic and political skills and judgement, understanding of UN Climate Change's process.

Language skills

Required: Fluency in English (both oral and written) is required; knowledge of another UN official language is an advantage.

Specific professional knowledge and skills and Job-related skills:

- Experience in producing, editing and disseminating multimedia content for online audiences ideally for media outlets, international brands, political parties, NGOs, or other international institutions.
- Experience in producing and interpreting web or social media analytics to inform strategies and work plans.
- Proven ability to conceptualize, plan and execute strategies as well as transfer knowledge and skills.
- Proven skills in communication, networking, negotiation, and ability to relate to different audiences.

What is the selection process?

Evaluation of qualified candidates may include an assessment exercise which may be followed by a competency-based interview. The above listed set of competencies will be applied for this particular post.

How to apply:

Candidates, whose qualifications and experience match what we are looking for, should use the online application system available at <http://unfccc.int/secretariat/employment/recruitment>



Please note:

1. Service is limited to the UNFCCC secretariat.
2. We will confirm receipt of your application. However, only candidates under serious consideration and contacted for an interview will receive notice of the final outcome of the selection process.
3. Indicative net annual salary and allowances:
US\$ 62,692 to US\$ 70,303
(plus variable post adjustment, currently 22.9% of net salary),
plus other UN benefits as indicated in the link below:
<https://unfccc.int/secretariat/employment/conditions-of-employment.html>

UNFCCC is committed to diversity and inclusion within its workforce, and encourages candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons with disabilities to apply.

The UNFCCC secretariat has been made aware of various correspondence, being circulated via e-mail, from Internet web sites and via regular mail or facsimile, falsely stating that this correspondence is issued by, or in association with the UNFCCC secretariat and/or its officials. These scams, which may seek to obtain money and/or in many cases personal details from the recipients of such correspondence, are fraudulent.

Please see link below for more information:

<https://unfccc.int/this-site/fraud-alert>