



## TEMPORARY JOB OPENING

**Associate Digital Communications Officer, P-2**  
Communications and Engagement Division,  
**Communications, Digital Unit**

Deadline for application	Announcement number	Expected date for entry on duty	Duration of appointment	Duty Station
13 October 2024 23:59 hrs CET	24/TJO30/C&E	As soon as possible	6 months 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 you will be working**

This position is located in UN Climate Change in Bonn, Germany, in the Digital unit of the Communications 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 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 Digital Communications Officer (P-3) of the Digital unit, the incumbent is responsible for planning and coordinating strategic outreach initiatives with external partners.

### **Your responsibilities**

More specifically, the Associate Digital Communications Officer's responsibilities include:

#### **1. Shaping the presence of UN Climate Change on social media:**

- Support development of platform and content strategies for UN Climate Change social media with a special focus on TikTok;
- Plan, research and produce content for UN Climate Change social media channels, including Instagram, LinkedIn, X and Facebook;
- Exercises journalistic and political judgement to make timely editorial decisions on what content should be placed on social media platforms;
- Monitor trends and developments on social media platforms to create innovative and impactful content and provide recommendations for UN Climate Change's social media strategy;
- Explore and evaluate the potential of establishing a UN Climate Change presence on new and



emerging platforms and implement proof of concept initiatives, as appropriate;

- Provides guidance to senior management and to all divisions on the strategic and effective use of social media.

## **2. Developing and implementing social monitoring and analysis practices:**

- Evaluate results and impacts of communications activities on social media platforms for milestone moments, particularly at COP and SBs;
- Monitor developments, trends, misinformation and attitudes regarding the Executive Secretary, UN Climate Change, the UN and climate change on social media and provide recommendations for UN Climate Change's social media strategy accordingly;
- Monitor and evaluate engagement with and performance of UN Climate Change posts on social media, liaising with the relevant teams;
- Act as the primary focal point for managing the Secretariat's social listening tool Pulsar: set up and maintain dashboards and searches, provide training sessions to colleagues, liaise with the vendor for user support or guidance on new features.

## **3. Growing UN Climate Change's network of digital influencers and stakeholders**

- Research and map continuously potential micro- and macro-influencers and content creators for collaborations in support of the social media and communication strategy;
- Grow, organize and maintain UN Climate Change's relationships with influencers, climate ambassadors and other digital amplifiers;
- Collaborate with digital platforms, with a special focus on TikTok, and leverage partnerships for impactful communication campaigns.

**4. Performs any other job-related activity:** including those required to achieve the goals and objectives of the team, the Communications subdivision and/or the overall Communication and Engagement division and secretariat, including participation in meetings, workshops and/or seminars, and making presentations where appropriate.

### **Competencies:**

**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:**

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**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:**

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**Required:** A minimum of two (2) years of progressively responsible management experience in international communications and/or public relations and/or related fields is required; in-depth knowledge of digital communications (web, app, social media, publishing, monitoring and evaluation) is required.

Broad knowledge of the UN system in general (highly desirable).

#### **Language skills:**

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**Required:** Excellent writing skills in English are required. Working knowledge of another UN language is an asset.

#### **Language skills:**

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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 using advanced tools for online publishing, including content management systems and social media authoring tools.

Experience using advanced social listening and analytical tools, such as Pulsar.

Experience producing and interpreting web or social media analytics to inform strategies and work plans.

Solid 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.

### **What is the selection process?**

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



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**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. UNFCCC staff members with a fixed term appointment can apply for this temporary opportunity under the modality of Temporary Assignment. Please note that the Director of the Division in which the selected candidate works has the discretion to determine whether or not the staff member can be released for a temporary assignment, taking into account operational requirements. For this reason, the selected candidate will have to present a written agreement to the staff member's release.
3. 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.
4. Indicative net monthly salary and allowances:  
US\$ 4,198  
(plus variable post adjustment, currently 44.5% 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.