



**UNITED NATIONS SUPPORT OFFICE IN SOMALIA
(UNSOS)**

UNITED NATIONS CORE VALUES: INTEGRITY, PROFESSIONALISM, RESPECT FOR DIVERSITY

DEADLINE FOR APPLICATIONS:	25 JUNE 2018
DATE OF ISSUANCE:	19 JUNE 2018
FUNCTIONAL TITLE:	DIGITAL MEDIA SPECIALIST
SECTION:	STRATEGIC COMMUNICATION & PUBLIC AFFAIRS GROUP
LOCATION:	MOGADISHU, SOMALIA
TYPE OF CONTRACT:	INTERNATIONAL INDIVIDUAL CONTRACTOR
DURATION OF CONTRACT	1-9 MONTHS
VACANCY ANNOUNCEMENT NUMBER:	UNSOS/SCPAG/16/2018

Special Notice:

Interested applicants who are working with UNSOS/UNSOM Third Party Contractors must fulfil the obligations of their contracts with the UN Contractors in order to be eligible to apply for this vacancy. Applicants should also clearly indicate in their application the name of their employer.

Reporting Lines:

The Individual Contractor will be reporting directly to the Chief, Strategic Communications & Public Affairs Group (SCPAG).

Duties and Responsibilities

Within limits of delegated authority, the Digital Media (Video) Producer will be responsible for performing the following duties:

1. In coordination with the Public Information Officers and other SCPAG staff generate, edit, publish and share daily content (text, images, video or HTML) that support and engages audiences in a meaningful way. Manage UN digital/social media platforms including uploading audio and video; monitoring sites and moderating social media forums. Additionally, the IC will prepare weekly and monthly social media content plans, using tools such as Hootsuite and Meltwater, and will generate and analyze monthly reports on web traffic and KPIs using Google Analytics, Meltwater, and other social media focused analytics channels.
2. Create new content and sources content with public information colleagues and other UN components to ensure consistent messaging, quality control and a coherent user experience. Establish and optimize Mission's webpages within each platform to increase the visibility of Mission's social media content including by proactively writing and gathering editorial content (text, images/photos, audio, video, infographics, etc.) from UNSOM substantive units and adapt it for web and social media. The IC will therefore maintain a web and social media calendar of content themes and all upcoming coverage schedules according to the calendar.
3. In coordination with the Public Information Officers and other SCPAG staff implement communications programs to publicize priority issues and/or major events, draft information strategies, coordinate efforts,

monitor and report on progress, take appropriate follow-up action, and analyze results. Develop and deliver digital media strategies, particularly social media, through competitive research, platform determination, benchmarking, messaging and audience identification in line with the United Nations' mandate and related communications strategies and policies. The IC will do this by developing and implementing online communications campaigns, primarily driven through social media, on relevant activities, events publications and international days relevant to UNSOM, and will prepare and publish content on UNSOM's global website and social media accounts (Facebook, YouTube, Twitter, Medium, etc.) on a daily basis.

Expected output and timelines:

Propose and produce digital media products, such as quote cards, infographics, animated imagery, and animated/produced social media video clips, related to:

- Messaging/mandated topical campaigns being produced by SCPAG staff on the Mission's areas of work (political/human rights, security/corruption/governance, socio-economic/development)
- Spot news events linked to UNSOM and UN observances and events, such as:
- Regular SRSR and DSRSG regional visits and meetings in Mogadishu
- Regular SRSR Security Council briefings
- Regular SRSR public events outside Somalia (diaspora, donor countries, fundraising conferences, etc.)
- Regular meetings with visiting delegations (UN and non-UN)
- Regular SRSR press encounters and interviews

Timebound campaigns, projects and events:

1. First contract period of 3 months (year 2018):

- 21 Sept – International Day of Peace
- 14 Oct – First anniversary of 14 October bombing in Mogadishu
- 2 Nov – International Day to end Impunity for Crimes against Journalists
- 25 Nov – 16-day campaign of activism against gender-based violence starts
- 3 Dec – International Day of Persons with disabilities
- 9 Dec – International Anti-corruption Day

2. Second contract period of 3 months (year 2019):

- 08 Mar - International Women's Day
- 31 Mar - UNSOM mandate renewal
- 04 Apr – Mine Awareness Day
- 3 May – World Press Freedom Day
- May/June (TBC) – Ramadan & Eid al-Fitr

3. Third contract period of 3 months (year 2019):

- 17 Jun – World Day to Combat Desertification and Drought
- 19 Jun – International Day for the Elimination of Sexual Violence in Conflict
- 1 Jul – Somalia's Independence Day
- 15 Jul – World Youth Skills Day
- 14 Aug – International Youth Day

Competencies:

Professionalism: Knowledge of the full range of digital communications approaches, tools, and methodologies essential to planning and executing effective campaign strategies and programmes, e.g. campaign management, media operations, marketing and promotion, audience outreach, message targeting. Ability to rapidly analyze and integrate diverse information from varied sources. Ability to identify public affairs issues, opportunities and risks in an international environment. Ability to diplomatically handle sensitive situations with target audiences and cultivate productive relationships. Knowledge of relevant internal policies and business activities/issues.

Ability to produce a variety of written and multimedia communications products in a clear, concise style. Ability to deliver oral presentations to various audiences. Shows pride in work and in achievements; demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results; is motivated by professional rather than personal concerns; shows persistence when faced with difficult problems or challenges; remains calm in stressful situations. Takes responsibility for incorporating gender perspectives and ensuring the equal participation of women and men in all areas of work.

Communication – Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify, and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience; demonstrates openness in sharing information and keeping people informed.

Teamwork – Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

Education:

Advanced university degree in communication, journalism, international relations, public administration or related field. 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:

A minimum of five years of progressively responsible experience in public information, journalism, international relations, public administration or related area is required. Experience with social media management and marketing tools (such as infographic and presentation software, streaming video, etc.) is required. Experience with Adobe suite of digital products (such as Adobe Photoshop, or After Effects) is required. Experience with Content Management Systems for websites is required. Experience of working with the United Nations or an international organization, a demonstrated interest in peacemaking and conflict prevention, as well as field experience, is desirable.

Languages:

English and French are the two working languages of the UN Secretariat. For the position advertised. Fluency in oral and written English is required. Fluency in another official UN language is desirable.

How to Apply:

Qualified candidates may submit their applications including their United Nations Personal History form (P.11) to the address mentioned below on or before the deadline. The P.11 is on the <https://unsos.unmissions.org/jobs>. Applications submitted after the deadline **25 June 2018** will not be accepted. CVs will not be accepted.

Email: recruitment-unsoa@un.org

Please quote, Vacancy Announcement Number and Functional Title in the subject of the e-mail

A copy of P11 to be attached.

The United Nations shall place no restrictions on the eligibility of men and women to participate in any capacity and under conditions of equality in its principal and subsidiary organs.

THE UNITED NATIONS DOES NOT CHARGE A FEE AT ANY STAGE OF THE RECRUITMENT PROCESS (APPLICATION, INTERVIEW MEETING, PROCESSING, OR TRAINING).