

Vacancy Announcement: Consultancy

Title: COMMUNITY MANAGER

Duty Station: Mexico City

Duration of Assignment: August-December, 2017

Deadline: July 27, 2017.

Background

Social media is a central and essential component of ACNUR's efforts to engage key audiences, both in our everyday communications work and around major awareness, media and advocacy campaigns.

The social media consultant will play a role in developing and executing PI Regional's social media strategy with an eye to strengthening engagement with audiences in support of ACNUR's media relations, advocacy, awareness-raising and fundraising objectives. This involves collaborating with PI Regional and the HQ social media team in the development and implementation of social media content, platforms, networks and partners in line with key priorities and audiences.

The consultant will also lead the development and refinement of ACNUR's regional social media presence, ensuring that our accounts are structured and used in ways that are effective at engaging target audiences. This includes closer collaboration

Objectives and Scope

- Strategic guidance: Help to implement ACNUR's social media strategy and provide ongoing analysis and guidance on the optimal management of our core social media accounts, particularly YouTube, Facebook, Twitter and Instagram.
- Community management: Work with PI Regional, based in Mexico, and the Regional Legal Unit, based in Costa Rica, as well as with tools such as Social Flow to expand our reach, strengthen engagement and build our community of followers and subscribers.
- Campaigns: Work with campaign teams in the Americas and HQ to develop, implement and evaluate social media strategies based on specific campaigns.
- YouTube optimization: Optimize playlists, sections and individual videos through key wording, descriptions, annotations, etc. with an eye to generating more (and longer) views, more (and better) comments, more shares and more click-thoughts.

- Content production: Draft daily posts based on ACNUR's latest web content, input from field staff, situation reports, upcoming campaigns and events, etc. Provide platform-specific advice on wording, timing and use of images and videos with an eye to increasing reach and engagement.
- Search Engine Optimization: Help ensure that ACNUR's web content is geared to social audiences and easy to find through organic search.
- Training: Develop and deliver specialized training – including tip sheets, one-on-one sessions and workshops – to strengthen social media skills of ACNUR communicators, field staff and senior leadership.
- Evaluation: Assist in setting key performance indicators and collecting and analyzing data that helps us measure reach, engagement, community growth, etc. and rapidly distil actionable insights to guide content creation, posting and engagement.
- Account optimization: Advise and assist with consolidation or closure of dormant or low performing accounts on YouTube and Facebook, including implementation of Global Pages on Facebook.
- Paid promotion: Plan and execute paid promotion of content within YouTube, Twitter and Facebook.
- Support: reply to requests for information and support from refugees and asylum seekers online, work with relevant colleagues to find innovative ways to provide efficient support to persons of concern.

Definition of the Final Product (i.e., survey completed, data collected, workshop conducted, research documents produced, etc.):

Monthly qualitative and quantitative reports will be provided to evaluate and monitor progress. These will include measures on reach, engagement and fan growth. Other reports on similar variables will be provided for particular campaigns or events. Growth and engagement on Instagram and Snapchat will also be monitored. If working with PSP, leads and conversions will be monitored to assess the efficacy of campaigns.

Qualification and Experience of the Individual Contractor (degree required, years of experience, field of expertise, language required):

- University degree in journalism, communications or related field. Master's degree desirable.
- Minimum 2 years of experience managing a large online community and engaging global audiences with news-oriented content.
- Demonstrated ability to write and edit social media posts to a standard high enough for immediate publication.
- Sophisticated understanding of the social media landscape, including trends in new tools and platforms, video and other content gaining traction in social media.
- Experience producing and interpreting social media analytics to inform strategic thinking, communication and advocacy, as well as the ability to relate to different audiences
- Experience working in an international non-profit context or ability to demonstrate experience of an equivalent working context with awareness, advocacy and fundraising objectives.
- Fluency in Spanish and English.

UNHCR is not in a position to provide any support related to work permits in Mexico. Applications from expatriate candidates are welcome, but the applicant must be in possession of a permanent residence card or a valid permit to work in Mexico.

How to apply: Send your application to mexmevac@unhcr.org with the subject: ***YOUR FIRST NAME/COMM MANAGER/IC*** together with signed UN Personal History form, P.11 (available at <http://www.unhcr.org/recruit/p11new.doc>), one-page motivation letter and CV. Include links to the social media channels that you manage or have managed in your CV.

Only candidates that have been considered as relevant for the selection process will be contacted.