



## EXTERNAL VACANCY ANNOUNCEMENT

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<b>Position:</b>	<b>Digital Content Associate</b>
<b>Section/Unit:</b>	<b>Private Sector Partnerships (PSP)</b>
<b>Type of Contract/Category:</b>	<b>UNOPS ICA / Level 6</b>
<b>Duty Station:</b>	<b>São Paulo, BRAZIL</b>
<b>Start Date:</b>	<b>18 April 2018</b>

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### 1. GENERAL BACKGROUND

The United Nations Refugee Agency (UNHCR) is the world's leading organization in helping and protecting the millions of people forced to flee their homes because of violence, conflict and persecution. We deliver life-saving assistance, including shelter, food and water while also safeguarding fundamental human rights, safety and dignity.

Our Brazilian office is part of a global network that works in 126 countries, protecting over 60 million people. We were founded in 1950 as part of the United Nations effort to help people displaced by World War II. Since then we've been on the ground helping over 50 million people forced to leave their homes, and have received two Nobel Prizes for our work.

The Private Sector Partnerships (PSP) team at UNHCR Brazil is fairly new and projecting significant income growth in the next five years. We are now seeking a Digital Content Associate to explore ways to grow support and engagement of UNHCR's work from audiences in a locally relevant manner.

### 2. PURPOSE AND SCOPE OF ASSIGNMENT

Reporting to the Associate PSP Officer and in close coordination with the Communications Associate and UNHCR Brazil Public Information Unit, the Digital Content Associate will be responsible for supporting the implementation of UNHCR communications strategy in Brazil, managing the national website, producing and publishing original content and increasing traffic to UNHCR Brazil's digital platforms through the publication of engaging content. In addition, the Digital Content Associate will be responsible for supporting the coordination of content across those channels. In detail the Digital Content Associate will:

#### 1/ Accountability (key results that will be achieved)

- Support the implementation of UNHCR Brazil communications strategy;
- Accurately and promptly produce, edit and upload content to engage key audiences for UNHCR Brazil;
- Act as the focal point for the management of UNHCR Brazil website;
- Work with the Brazil, global and regional teams to ensure the timely and relevant publishing of content;
- Support the management of UNHCR Brazil social media content;
- Measure, analyze and report on website and social media traffic and on engagement across channels, producing regular reports to optimise efforts to reach better results;
- Support content coordination and adaptation across channels.

#### 2/ Responsibility (processes and functions undertaken to achieve results)

- Produce original content for the website and social media and support the fundraising program with other content requirements as needed
- Liaise with key stakeholders to ensure processes/procedures are adhered to, content is up to date,

- and uploaded to UNHCR communication channels;
- Make regular updates to social media channels to increase engagement and traffic generation to website;
- Support the migration and constant updates of the website;
- Work with internal stakeholders to ensure website is current;
- Oversee traffic generation to the website and engagement in social media channels in collaboration with Global Digital Unit. Analyzes reports to make optimum recommendations to increase the value of search engines (SEO/SEM);
- Support content coordination, ensuring cohesiveness in UNHCR Brazil's message across channels (i.e. website, social media, fundraising channels);
- Input into the development of UNHCR's Communication strategy in Brazil as required;
- Develop and complete reporting templates that pertain PSP Communications;
- Perform other duties as required.

### **3. MONITORING AND PROGRESS CONTROLS**

UNHCR website and social media platforms are continuously optimized to ensure content is effective, relevant and engaging to digital audiences. - An increased awareness of UNHCR among audiences, translating into an increased traffic to the UNHCR's digital platforms and an increased and stable response to UNHCR's call to action.

### **4. ESSENTIAL MINIMUM QUALIFICATIONS AND PROFESSIONAL EXPERIENCE REQUIRED:**

- **Education:**
  - University degree in Marketing, Journalism, Communications or related field.
  - Additional diplomas are an asset, especially on social media and digital engagement.
- **Work Experience:**
  - A minimum of three years' experience in content creation including experience producing and publishing web content within the Brazilian context is required;
  - Experience copy writing in a communications or fundraising context (i.e. reports, newsletters, brochures) is required;
  - Experience with website and social media management and improving its performance is required;
  - Experience of creating and analysing Google Analytics and tracking and tagging systems or similar tools is required;
  - Experience with traffic generation, including SEO/SEM is desirable
  - Experience with software for audio-visual editing (e.g. Adobe Photoshop, Illustrator, and Premiere) is desirable

### **5. KEY COMPETENCIES**

#### **Required:**

- A vast knowledge and understanding of digital content production (copy writing and basic visual design).
- Proven ability to write communication materials in Portuguese
- Experience with digital community management including social networks.
- Knowledge of web tracking mechanisms and analytics platforms such as Google Analytics and social media tracking tools. - Ability to work in a fast-paced environment.
- Excellent analytical, written and verbal skills in Portuguese and English.

#### **Desirable:**

- Experience with traffic generation, including SEO/SEM is desirable
  - Professional experience within the non-for-profit sector, UN agencies or international institutions
  - Spanish is desirable
  - Experience with digital image/video editing tools (e.g. Adobe Photoshop, Illustrator, and Premiere)
  - Knowledge CMS and email communications tools.
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All applications must be submitted in English. Application package include signed P.11 entry form (NAME – P.11) and motivation letter (NAME – Motivation Letter).

Complete application package must be sent to [brabrhr@unhcr.org](mailto:brabrhr@unhcr.org) by 22 March 2018, with the subject line “DIGITAL CONTENT ASSOCIATE - PSP”.

Applications that do not meet the above specifications will be automatically disqualified.

Kindly note that UNHCR-Brazil does not issue receipt of applications - only shortlisted candidates will be contacted for the next phases of the selection process.