

TERMS OF REFERENCE (Individual Contractor Agreement)

Title: Sr Communications Assistant

Duty station: São Paulo

Section/Unit: PSP Brazil

Contract Type/Level: Individual Contractor Agreement

Duration: 01 September to 31 December 2022 (with possibility of extension)

Supervisor: Assistant PSP Officer (Comms)

OPERATIONAL

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 138 countries, protecting over 80 million people. We were founded in 1950 as part of the United Nations effort to help people displaced by World War II. In more than seven decades, the UN Refugee Agency has helped tens of millions of people to restart their lives and received two Nobel Prizes for its work.

The Private Sector Partnerships Service (PSP) is responsible for mobilizing resources from the private sector for refugees. The Individual Giving (IG) section seeks to reach new audiences through advertising and engaging our current supporters and donors. The Corporate Partnerships & Philanthropy (PPH) section develops and strengthens long-term partnerships with companies, foundations, and high-net worth individuals. These private partners are helping us to maximize UNHCR's impact and improve its capacity to make a difference by delivering life-saving assistance and sustainable solutions for millions of refugees and displaced people worldwide.

2. Purpose and Scope of Assignment

Reporting to the Assistant PSP Officer for Communications and in close coordination with the UNHCR Brazil Public Information Unit, the Senior Communications Assistant will be responsible for supporting the implementation of UNHCR communications strategy in Brazil, providing support to increase UNHCR brand awareness in Brazil, website reach, number of supporters, public engagement and donations. In detail, the Senior Communications Assistant will:

- Support UNHCR Brazil's entry on TikTok, conducting daily research on trends and developing creative concepts and content for activations with influencers
- Coordinate a live event on Twitch/YouTube with influencers to raise funds for UNHCR Brazil
- Adapt existing products (Ecoe Suas Vozes and others) to implement constant lead generation campaigns
- Revamp and reactivate past lead generation campaigns (Prato do Mundo and Infância Desaparecida)
- Support the development and implementation of Communications training for Brazil's all staff and spokespersons, organizing key messages, FAQ, drafting presentations, and planning sessions
- Support the development of the 2023 Local Lead Campaign and Product (mapping stakeholders, managing roles and responsibilities, and outlining the implementation schedule)
- Support the development of a toolkit targeted at corporations and HNWI during emergencies

3. Monitoring and Progress Controls

- UNHCR Brazil's presence on TikTok is cohesive and responds to organizational and fundraising goals
- Successful implementation of actions on TikTok and Twitch/YouTube in partnership with digital influencers
- Lead generation: the mechanism is successfully implemented into existing products, and past campaigns are revamped and relaunched. PSP Brazil reaches its lead goal for 2022
- Kick-off of Local Lead Campaign and Product
- Delivery of a Communication training session for Brazil's all staff and spokesperson
- Delivery of a toolkit for emergencies

4. Qualifications and Experience

- a. **Education** (Level and area of required and/or preferred education)

Minimum high school certificate

- b. **Work Experience** (List number of years and area of required work experience. Clearly distinguish between required experience and experience which could be an asset.)

For G5 - 2 years relevant experience with High School Diploma; or 1-year relevant work experience with Bachelor or equivalent or higher. Demonstrable experience in the following would be an asset:

- Successful implementation of social media strategies and activations with influencers
- Experience with lead generation and conversion
- Support the development of Communication training
- Experience in tailoring materials for corporate audiences and High Net Worth Individuals
- Setting KPIs for Communication projects and tracking them

- c. **Key Competencies** (Technical knowledge, skills, managerial competencies or other personal competencies relevant to the performance of the assignment. Clearly distinguish between required and desired competencies)

Required:

- A vast knowledge and understanding of social media trends and digital influencers activation on them
- Familiarity with platforms such as TikTok, Twitch and YouTube
- Proven ability to write communication materials in Portuguese
- Ability to work in a fast-paced environment
- Excellent analytical, written and verbal skills in Portuguese and English

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)

5. Submission of Applications:

If you wish to be considered for this vacancy, please submit your letter of motivation, and signed Personal History Form to BRABRPSPHR@UNHCR.ORG by 21 August 2022, with the subject line "Sr. Communications Assistant - PSP". Application files must be named with the candidate's full name, e.g. "NAME, LAST NAME – PHF". Personal History Forms are available at [PHF Form](#) / [Supplementary Sheet](#).

No late applications will be accepted. Only shortlisted candidates will be contacted. Shortlisted candidates may be required to sit for a written test and/or oral interview. UNHCR does not charge a fee at any stage of the recruitment process (application, interview, processing or any other fees).

UNHCR is committed to diversity as well as creating an inclusive working environment for its entire workforce. Applications are welcome from all qualified candidates without distinction on the grounds of race, colour, sex, national origin, age, religion, disability, sexual orientation and gender identity. All applications will be treated with the strictest confidentiality.