



UNITED NATIONS
SYSTEM
STAFF COLLEGE

Vacancy No:	AF_008_2022
Post Title and Level:	Associate Fellow, Digital Content
Organizational Unit:	UNSSC Directorate (Communications)
Duty Station:	Turin, Italy
Duration:	1 January – 31 December 2023 (with extension based on satisfactory performance)
Deadline for Applications:	19 October 2022

The UNSSC 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.

Background

The UN System Staff College (UNSSC) is an institution dedicated to serving the learning and knowledge needs of the UN System and, increasingly, of partner organizations. We create first-rate learning experiences grounded in the bedrock values of multilateralism and dignity for all enshrined in the UN charter. The UN system and partners rely on UNSSC to enhance their knowledge and skills across leadership and management, sustainable development, and peace-building. UNSSC is headquartered in Turin, Italy, with a Knowledge Centre for Sustainable Development in Bonn, Germany, and an office in New York.

Communications and marketing are critical for advancing UNSSC's mission and for raising its profile among UN staff and, increasingly, beyond the UN. Today, the ways in which marketing content, media, and technology are consumed continue to evolve. To match these new trends the Staff College is looking to adopt new content development and content marketing techniques to improve its digital presence, brand awareness, web traffic and expand enrollment to UNSSC's learning programmes and tailored solutions. Staff within the UN system – and increasingly outside the UN system – need to know that UNSSC is a leading provider of learning and knowledge on the 2030 Agenda for Sustainable Development, on peace and security, and on leadership and management.

Content marketing will be an important element to showcase the Staff College's value proposition. In the months ahead, the Staff College will implement new

content marketing techniques to develop content that is interesting and relatable to the different target audiences that the College serves. The content will take various forms — including text, images, videos, presentation decks, infographics, podcasts, and email newsletters. Each element will be designed to increase reach, improve the College’s brand image and engage UNSSC’s stakeholders — all of which will require well-honed communications and content marketing expertise.

Responsibilities

Under supervision of the Communications and Outreach Officer, the associate fellow for communications and content will perform the following duties:

- Meeting with the programme teams to ideate and define content goals.
- Researching content and learning and United Nations trends to ensure that content is relevant and appealing.
- Developing content strategies to effectively reach the desired target audience and meet their content needs.
- Creating content for a variety of platforms including blogs, websites, brochures, annual reports and video scripts.
- Proofreading and editing content before publishing.
- Ensuring that content is optimized for search.
- Managing content calendars and ensuring that content remains consistent across all platforms.
- Implementing internal content strategies (newsletters etc.)
- Coordinating with the communications team to ensure the timely delivery of assignments.
- Keeping up to date with content trends, consumer preferences, and advancements in technology.

Perform other related duties, as required.

Qualifications and Experience

A university degree in journalism, writing, communications, marketing, or a related field;

- A minimum of five years of relevant professional work experience in communications and experience in digital media;
- A minimum of five years demonstrable experience in writing, editing, and content packaging for external audiences.
- Experience with UN, Government or national and international NGOs is preferable but not a requirement.

Skills:

- Strong writing and content crafting skills across a variety of formats. Excellent written and verbal communication skills.
- Excellent computer skills with MS Office; other platforms a plus
- Well-honed ability to translate complex concepts into clear and concise language for external audiences;
- Ability to be flexible and respond to changes to text as part of the review and feedback process;
- Strong interpersonal skills, able to communicate and work with people of different geographical and cultural backgrounds;
- Demonstrated ability to meet deadlines and work under pressure.

Language Requirements:

- Excellent command of written English is required with a particular emphasis on writing for video and web. Knowledge of French or another UN language would be a plus.

Competencies

Professionalism: Proven experience and expertise in communications. Experience in using social media to achieve corporate communications objectives. Ability to work independently; high degree of personal initiative and willingness to accept a wide range of responsibilities.

Communication: Outstanding communication skills in English, both orally and in writing. Proven ability to write clearly, concisely and effectively across a variety of digital channels. Ability to tailor language, tone, style and format to the audience.

Planning & Organizing: Ability to identify priority activities and assignments; adjust priorities as required; allocate appropriate amount of time and resources for completing work; foresee risks and allow for contingencies when planning; monitor and adjust plans and actions as necessary; use time efficiently.

Teamwork: Ability to work collaboratively with colleagues to achieve organizational goals; solicit input by genuinely valuing others' ideas and expertise; place team agenda before personal agenda; share credit for team accomplishments and accept joint responsibility for team shortcomings.

Submission of applications:

The application (in English) should include the following:

- a duly completed, updated and signed P11 form (<http://www.unssc.org/sites/unssc.org/files/p11un.doc>)
- a motivation letter elaborating in a concise style why you consider yourself qualified for this position; and

Please apply through the online application form available at <https://www.unssc.org/about-unssc/employment-opportunities/>