



**UNITED NATIONS
SYSTEM
STAFF COLLEGE**

Vacancy No:	AF/008/2023
Post Title:	Associate Fellow – Social Media
Organizational Unit:	UNSSC Directorate
Duty Station:	Turin, Italy
Duration:	until 31 December 2023 - (extended on a yearly basis based on satisfactory performance)
Deadline for applications:	10 September 2023

At the United Nations System Staff College (UNSSC), the paramount consideration in the recruitment and employment of staff is the necessity of securing the highest standards of efficiency, competence and integrity, with due regard to geographic diversity. All employment decisions are made on the basis of qualifications and organizational needs. UNSSC is committed to creating a diverse and inclusive environment of mutual respect. The United Nations recruits and employs staff regardless of gender identity, sexual orientation, race, religious, cultural and ethnic backgrounds or disabilities. Reasonable accommodation for applicants with disabilities may be provided to support participation in the recruitment process when requested and indicated in the application.

Organizational Context

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 second campus in Bonn, Germany.

The Associate Fellow, Social Media will be responsible for developing, implementing and leading the United Nations System Staff College's social media strategy, creating and executing social media campaigns, and analysing data to understand the impact of social media efforts on the College's overall marketing and communications goals.

Responsibilities:

Under the supervision of the Head of Communications and Outreach, and within delegated authority, the Associate Fellow will be responsible for the following duties:

- Develop and implement the Staff College's social media strategy, including setting goals, identifying target audiences, and creating content that aligns with the College's overall branding and messaging.
- Create and execute social media campaigns, including paid advertising influencer partnerships and partnerships with relevant UN communications focal points to increase engagement, reach, and brand awareness.
- Lead work on social media and data analytics
- Use data analytics tools to track and measure the impact of social media efforts on the College's overall marketing and communications goals, including website traffic, lead generation, and enrolment.
- Provide regular reports to the Head of Communications on the performance of social media campaigns, including recommendations for future campaigns.
- Stay up-to-date with the latest social media trends and best practices to ensure the College's social media efforts are effective and relevant.
- Collaborate with other members of the communications team to ensure consistency of messaging and branding across all channels.
- Identify and implement new technologies and tools to improve the College's social media and data analytics efforts.
- Act as a representative of the College and its brand on social media platforms, fostering positive relationships with the College community and other stakeholders.
- Develop and implement processes for monitoring and responding to social media mentions of the College and its brand, including community management
- Partner with teams within the College to create content and campaigns that align with their specific goals and objectives.
- Ensure all social media content is in compliance with the College's branding guidelines and policies
- Propose and execute innovative campaigns and ideas to increase engagement, reach and brand awareness.
- Provide training and support to communications team focal points to help them effectively use social media to achieve their goals.
- Collaborate with external partners, such as vendors and consultants, to enhance the College's social media efforts.
- Identify key performance indicators and metrics to measure the success of social media campaigns and strategies

Required Skills and Experience

Education and knowledge:

- Master's or Bachelor's degree in marketing, communications, or a related field
- Strong knowledge of social media platforms, including Facebook, Twitter, Instagram, LinkedIn and YouTube
- Strong knowledge of Hootsuite, Trello, Buzzsumo, Buffer Analytics, TweetDeck
- Proficient in data analytics tools, such as Google Analytics, to track and measure social media performance

Experience:

- At least 5 years of experience in social media and data analytics
- Experience in developing social media packages

- Experience with graphic design and video editing is an asset
- Experience in learning and development is an asset

Language:

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

Other skills:

- Excellent writing and editing skills for creating engaging social media content
- Strong attention to detail
- Strong problem-solving and analytical skills
- 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

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/employment-opportunities>