



**Vacancy No:** AF\_009\_2019  
**Post Title:** Associate Fellow  
**Organizational Unit:** UNSSC Directorate  
**Duty Station:** Turin, Italy  
**Duration:** from 1 March to 31 December 2020, extendable  
**Deadline for applications:** 17 January 2020

### **Organizational Context:**

The UN System Staff College (UNSSC) is the primary provider of inter-agency training and learning for United Nations staff. Its mission is to contribute to a more effective, results-oriented and agile United Nations through learning, training and knowledge dissemination. It 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 raising its profile among UN staff and, increasingly, beyond the UN. Communications should aim to position the UN System Staff College as *the* learning organization for the UN system (and beyond) and boost the number of UN staff taking part in UNSSC courses. 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 issues, and on leadership and management.

Marketing is a critical tool to promote robust enrollment in UNSSC courses. In particular, marketing strategies implemented through Twitter, LinkedIn and Facebook can help expand enrollment in UNSSC's learning programmes and tailored solutions through digital campaigns. UNSSC is currently developing a marketing plan that puts forth a number of key performance indicators (KPIs) to measure marketing success.

In the months ahead, UNSSC will undertake a corporate rebranding, a website revamp, and the launch of a number of digital campaigns. It will also develop a number of strategic partnerships and take on other exciting initiatives to support and promote UNSSC's growth – all of which require well-honed communications and marketing expertise.

### **Responsibilities:**

**Under supervision of the Communications and Outreach Officer, the digital communications and marketing associate fellow will perform the following duties:**

- Support the design and implementation of digital campaigns aligned with UNSSC's business goals to grow its online presence and brand visibility
- Support plans to increase audience engagement via social media so that UNSSC informs, inspires, influences and involves internal, external and stakeholder audiences, and continues to raise its profile – maintaining a strong online voice.
- Write, edit and proofread content for online communications (including video scripts) to an excellent standard, ensuring consistency and compliance with UNSSC's key communications messages, quality standards, branding, design, accessibility and textual style guidelines
- Liaise with colleagues to support the development of a new corporate website and other online learning platforms



- Ensure that the brand and brand values are applied consistently
- Monitor key performance indicators (KPIs) and online analytics
- Research and maintain relevant lists of influencers and high-impact hashtags
- Stay up to date with digital media developments

Perform other related duties, as required.

**Qualifications and experience:**

The position require:

**Education:**

Advanced university degree (Master degree or equivalent) in communications, public relations, journalism, marketing, or related field. A first-level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree.

**Work Experience:**

At least three years of progressively responsible experience in communications, public relations, public information or marketing. Previous experience in digital content production, writing for the web, and/or mobile devices is an asset. Experience working in a multicultural environment, in an executive education environment, and/or in the United Nations is a distinct advantage.

**Languages:**

Outstanding command of written and spoken English is required; English at mother tongue level is strongly desirable. Knowledge of another UN official language is an asset. Knowledge of Italian is an advantage.

**Skills**

Experience in managing and reporting website analytics.

**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.
- The application should be submitted by e-mail to [recruitment@unssc.org](mailto:recruitment@unssc.org) with a subject title of "Application for Associate Fellow 009 - Communications".

Late submission of application and/or incomplete application will not be considered.

**N.B:** Due to the volume of applications received, receipt of applications cannot be acknowledged individually. Only those candidates who are successful at the application pre-screening stage will be contacted shortly after the application deadline.

Date of issuance: 17 December 2019