



Vacancy No: AF/011/2021
Post Title: Associate Fellow – digital content (internal and external)
Organizational Unit: UNSSC Directorate (Communications)
Duty Station: Turin, Italy
Duration: From 01 January to 31 December 2022. Extension will be subject to funds availability
Deadline for applications: 07 December 2021

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 the only learning and knowledge institution that serves the United Nations as a whole, focusing on the needs of the entire UN system. Its mission is to contribute to a more effective, results-oriented and agile United Nations through learning, training and knowledge management. It is headquartered in Turin, Italy, with a Knowledge Centre for Sustainable Development in Bonn, Germany and an office in New York.

Effective internal and external communications are critical for the College. Internal communications are important to help facilitate information sharing and spur employee engagement. In addition, good internal communications fosters strong team dynamics and empowers brand ambassadors. External communications, by contrast, are vital for raising the recognition of the College among UN staff and relevant partners. 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, peace and security, and leadership and management. A variety of tools and channels such as email newsletters, Twitter, LinkedIn and Facebook can help position the Staff College's courses and expand enrolment in UNSSC's learning programmes and tailored solutions.

The associate fellow for digital content will serve both the internal and external communications needs of the College. He or she will identify tools, product and initiatives that are designed to help enhance internal information flow, employee engagement and knowledge sharing. Externally, he or she will develop external communications strategies that meet a variety of organizational goals. He or she will write and edit copy and package it in a variety of formats, including video. He or she will develop content that is optimized for search, and generate data-driven analytics to report on the effectiveness of campaigns.

To support and kick-start these efforts, UNSSC is currently undertaking a corporate rebranding, a website redesign, and the launch of a number of digital campaigns. It will also develop a number of strategic partnerships and take on other initiatives such as pushing into new social media channels to support and promote UNSSC's growth – all of which require well-honed internally facing and externally facing digital content expertise.



Responsibilities

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

Internal communications:

- Establish an internal communications strategy
- Ensure organisational initiatives and projects are successfully communicated to employees and stakeholders
- Plan, edit and write content for a variety of internal communications mediums, such as a staff intranet, monthly magazine or regular email bulletin.

External communications:

- 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 marketing goals.
- Creating content for a variety of platforms including blogs, websites, brochures, annual reports and video scripts.
- Proofreading and editing content before publishing.
- Ensuring that SEO and strategies are effectively implemented.
- Managing content calendars and ensuring that the content remains consistent across all platforms.
- Coordinating with the communications team to ensure the timely delivery of assignments.
- Tracking consumer and content analytics and generating reports and presentations.
- 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 three years of relevant professional work experience in communications, and experience in digital media (with a portfolio)
- 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 (web, video, publications, email newsletters); Excellent written and verbal communication skills.
- Familiarity with content management systems, preferably Drupal,



- Good knowledge of content and layout design tools such as Adobe InDesign, video editing and video Premier Pro or similar, audio editing for Podcasts
- Excellent computer skills with MS Office.
- Good knowledge of various internal and external content platforms such as social media, blogs, and print media.
- 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.
- Design skills would be a plus.

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/>

Date of issuance: 08 November 2021