



**UNITED NATIONS
UNIVERSITY**

Bonn, Germany

VACANCY ANNOUNCEMENT

Digital Communication Associate (Personnel Service Agreement - PSA)

Organizational Unit : United Nations University - Vice-Rectorate in Europe (UNU-ViE)
Reference Number : 2014/UNU/ViE/PSA/DCA/07
Applications to : hrbonn@vie.unu.edu
Closing Date : 31 May 2014

United Nations University Objectives:

The United Nations University (UNU) is an international community of scholars, engaged in research, postgraduate teaching and capacity development and dissemination of knowledge in furthering the purposes and principles of the Charter of the United Nations. The mission of UNU is to contribute, through research and capacity building, to efforts to resolve the pressing global problems that are the concern of the United Nations and its Member States. For more information, please visit <http://unu.edu>.

The United Nations University Vice-Rectorate in Europe (UNU-ViE) concentrates on relationships between advancing science and technology for human security. In addition to its scientific core mandate, it administers the central units providing service to five UNU entities in Bonn (<http://www.bonn.unu.edu/>). The central administration units include Finance, Human Resources, Information Communication Technology, Communication Services, Procurement and General Administration. These units also assist with the administration of new UNU initiatives in Europe and Africa. For more information on the organization, please visit the following websites: www.vie.unu.edu

United Nations University-Institute for Environment and Human Security (UNU-EHS) established in December 2003, is part of the UNU system, a worldwide network of Research and Training Institutes. Its mission is to advance human security through knowledge-based approaches to reducing vulnerability and environmental risks. For more information, please visit www.ehs.unu.edu.

Responsibilities

Under the authority of the Vice Rector in Europe and the supervision of the Head of the Communications Unit, the appointee shall carry out the following tasks with the overall goal to strengthen the digital presence (website and social media) of UNU-EHS:

Website

- Support the revamping of the UNU-EHS website to improve clarity, usability and functionality;
- Manage the migration of content from old website to revamped website;
- Develop a new structure for the UNU-EHS website using the UNU HQ website as a guide;

- Work in close collaboration with the in-house software developer and designer to implement the new site architecture and design;
- Ensure that social media channels are integrated into revamped website;
- Develop publication guidelines and templates for managing and updating the revamped website;
- Manage a content forward plan for the website and social media;
- Regularly update the website using the organization's content management system;
- Use Google Analytics to measure website traffic and gauge audience engagement;
- Optimize website traffic by analyzing and reacting to website traffic;
- Increase website traffic through enhanced usability and fresh content.

Social Media

- Develop and implement social media strategies and campaigns to increase UNU-EHS's Twitter and Facebook following;
- Create content for UNU-EHS Twitter and Facebook account and respond to social media conversations in a pro-active, transparent manner;
- Proactively liaise with academic staff to generate new content and develop engaging social media posts;
- Monitor and evaluate UNU-EHS' social media engagement and visibility using appropriate analytic tools and report progress and challenges to senior management;
- Ensure social media presence and branding is consistent and cohesive across all platforms;
- Liaise with in-house designer to develop infographics and branding/backgrounds for social media posts;
- Identify and engage with influential bloggers to increase visibility of UNU EHS in the digital realm;
- Organize social media live events such as Google+ Hangouts or Tweet chats;
- Monitor newest trends and developments in the social media realm, ensuring that UNU-EHS' social media presence and content are up-to-date and relevant.

Required Qualifications and Experience:

- Bachelor's degree or equivalent in Communications, Digital Media, Digital marketing, Journalism, Mass Media, Public Relations, International Relations or a related field;
- Minimum of two (2) years of professional experience in a communication role with a focus on digital media;
- In-depth knowledge of relevant digital tools and applications, including familiarity with social media platforms and CMS;
- Experience with tracking social media metrics and website analytics tools (e.g. Google Analytics);
- Proven experience with website management, including developing a user-friendly structure and engaging website content; Experience with coordinating a website re-launch is an asset;
- Proven track record creating successful web and social media content, esp. for Twitter and Facebook;
- Fluency in oral and written English required; Knowledge of another UN language or German would be considered an asset;
- Excellent time management, forward planning, and prioritization skills, with the ability to work under pressure and meet tight deadlines;
- Ability to work well in an intercultural team and in close coordination with colleagues across different divisions (ICT, Design, Media Relations);
- Excellent communication skills, in addition to creativity and a proven passion for digital communication
- Takes initiatives and has flexible attitude to work, as appropriate.

Remuneration:

Remuneration will be commensurate with qualifications and experience.

Duration of Contract:

This is a full-time employment on a one (1) year Personnel Service Agreement (PSA) contract with the possibility of renewal subject to requirements and satisfactory work performance, with the combined duration of appointments not exceeding six (6) years.

This is a locally recruited post; no relocation expenses or allowances apply. The successful candidate will be employed under a local contract and will not hold international civil servant status nor be a “staff member” as defined in the United Nations Staff Rules and Regulations.

Starting Date:

As soon as possible

Application Procedure:

Interested applicants should submit their applications by e-mail (to hrbonn@vie.unu.edu), and must include the following:

- a cover letter setting out how the qualifications and experience match the requirements of the position;
- a curriculum vitae and a completed and signed [UNU Personal History \(P.11\) form](#) downloadable from the [UNU website](#). Please avoid using similar forms provided by other United Nations organizations;
- an indication of the reference number of the vacancy announcement (2014/UNU/ViE/PSA/DCA/07).