LOCAL RECRUITMENT
Tokyo, Japan

VACANCY ANNOUNCEMENT

Digital Communications Specialist
(Personnel Service Agreement - PSA)

Organisational Unit : United Nations University – Office of Communications
Reference Number : 2017/UNU/HQ/OC/PSA/DCS/39
Applications to : digitalcomms@unu.edu
Closing Date : Monday, 21 August 2017 at 17:00 JST

United Nations University Objectives

The United Nations University (UNU) is an international community of scholars engaged in research, postgraduate training and dissemination of knowledge in furtherance of the purposes and principles of the United Nations (UN), its Peoples and Member States. It serves as a think tank for the UN system, contributes to capacity building particularly in developing countries, and serves as a platform for new and creative ideas and dialogue. In addition to the UNU Headquarters in Tokyo, UNU has more than fifteen institutes and programmes worldwide.

Office of Communications

The Office of Communications (OC) at UNU Centre in Tokyo implements and oversees the UNU’s communications strategy, including web, visual identity, branding, media relations, and content development/delivery in English and Japanese. The OC works in collaboration with communication focal points across the University’s global network of institutes and programmes to best articulate and meet UNU communication goals.

Specifically, the OC:
- develops and maintains UNU’s core web platform, with input from institutes and stakeholders;
- leads development of UNU’s brand/identity and guides its implementation and elaboration;
- establishes the editorial tone and style for core communications outputs (such as the UNU website, Our World web magazine, annual report, and promotional and PR materials), and provides editorial guidance and support;
- coordinates local and international media activities with press and media outlets, often in collaboration with focal points and partners;
- employs social media channels to further the reach of UNU’s output.
Responsibilities

Working under the supervision of the Head of Communications, and in close cooperation with other Office of Communications staff, the Digital Communications Specialist will:

• In the short-term, maintain and enhance UNU’s current WordPress-based website infrastructure, which encompasses unu.edu (and several other sites based on the same platform) and ourworld.unu.edu. Ensure the consistent review and update of content on the UNU’s main website platforms.
• In the mid- to long-term, lead the development and deployment of the next iteration of UNU’s website framework; this will include helping to obtain management buy-in, coordinating the scoping and tendering process, and managing the implementation/change-over process.
• Support and advise the Head of Communications on matters of information technology and system integration (CRM, CMS, digital repositories, digital management, project management tools, etc.).
• Propose ways to streamline existing digital communication and marketing processes and workflows, and obtain (or build), test, implement, and maintain suitable new platforms and tools.
• Train/assist UNU staff (locally and globally) in the use of digital tools and collaboration platforms, and act as liaison between technical ICT specialists and non-technical internal stakeholders to enhance usability.
• Contribute to the development and implementation of a UNU digital communications strategy, and a KPI analytics strategy, that can bridge and be sustained across multiple platforms (web, social media, e-marketing, etc.).
• Perform other duties as assigned.

Required qualifications and experience

• Clear evidence of experience in creating clear, easy-to-navigate, informative, well-designed, and functional websites.
• Project management experience, including management of vendors, project scoping and tendering, managing designers/developers to deliver multi-user CMS platforms, and developing technical specifications for web platform architecture.
• Good understanding of enterprise and open source CMS platforms (WordPress, SiteCore, AEM).
• Good understanding of web design and development processes, including front-end frameworks, back-end technologies (PHP, Java, .NET) and versioning (Git).
• Thorough understanding of information technology and architecture, site design, SEO, and web and social media analytics, including experience in defining and consistently measuring KPIs.
• Knowledge of social media tools related to workflows, integration, and measurement.
• Excellent English speaking and writing skills, and strong interpersonal skills.
• Ability to collaborate with and motivate others in team settings.

Applications from qualified women candidates are particularly encouraged.

Remuneration:

Salary range: USD 50,000 – 70,000 per annum. Remuneration commensurate with the qualifications and experience of the successful candidate.

Duration of Contract:
This is full-time employment on a (12) month Personnel Service Agreement (PSA) contract with UNU, with the possibility for renewal subject to satisfactory work performance. The combined duration of appointments shall not exceed six (6) years.

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

Starting Date: As soon as possible.

Application Procedure:
Interested applicants should submit their application materials by email to digitalcomms@unu.edu

Applications must include the following:

1. A cover letter detailing how your qualifications and experience match the requirements of the position, and what specific contributions you can make to the organisation;
2. A curriculum vitae (resume) – please include links (or separate files) to any recent work that demonstrates your skills.
3. A completed and signed UNU Personal History (P.11) form downloadable from UNU website. Please do not use similar forms provided by other UN agencies;