



UNHCR

United Nations High Commissioner for Refugees
Haut Commissariat des Nations Unies pour les réfugiés

Terms of Reference

Associate Digital Campaigns Officer

Digital Engagement Section

UNHCR, the UN Refugee Agency is recruiting for a UNOPS (IICA-1) position in Copenhagen, Denmark. The successful candidate will be based at the UN City Copenhagen and working within the Digital Engagement Section of the Private Sector Partnerships Service (PSP) in Denmark.

UNHCR is a global organization dedicated to saving lives, protecting rights and building a better future for refugees, forcibly displaced communities and stateless people. Every year, millions of men, women and children are forced to flee their homes to escape conflict and persecution. We are in over 130 countries, using our expertise to protect and care for millions.

Title: Associate Digital Campaigns Officer

Duty Station: Copenhagen, Denmark

Duration: 01/02/2019 through 31/12/2019

Contract Type: IICA 1 (Contractor)

Closing date: 6 January 2019

Start date: latest 01/02/2019

Organisational Context

The contractor will operate within the Digital Engagement Section (DES), which sits in the Private Sector Partnerships (PSP) service within the Division of External Relations (DER).

The Digital Engagement team advises on, creates and delivers digital solutions and strategies for engaging with UNHCR's primary audiences, including the public, partners, governments, refugees and staff. As part of its responsibilities, DES oversees the digital strategy of global public engagement campaigns, partnering with campaign owners to ensure that the strategy delivers effectively on the relevant communications, advocacy and fundraising goals.

The Associate Digital Campaigns Officer will report to the Digital Marketing Officer, providing support on the digital delivery of public engagement campaigns. The role will also provide digital support to national offices around the world as they implement global campaigns in

their markets, and coordinate with a range of experts within the Digital Engagement team to ensure design, development, marketing and reporting requirements and standards are met. In order to carry out these activities, the role will also operate in close coordination with the DER teams managing UNHCR's global public engagement campaigns.

Public engagement campaigns are an increasingly important area of work for UNHCR, given their potential to support UNHCR's advocacy goals, help increase the organization's brand equity and raise significant income for under-funded areas of work.

Purpose and Scope of Assignment

Reporting to the Digital Marketing Officer, the individual contractor will support on delivering the digital strategy of several global campaigns.

In 2019, this role is expected to focus significant time on the 1 Billion Miles to Safety campaign, to be rolled out to 27 markets through the course of the year, managing the international component of the campaign, providing support to national offices as they launch the campaign in their markets, and helping evolve and optimize the campaign strategy on an ongoing basis. In addition, the role will be expected to provide support on two other fundraising and/or advocacy campaigns to be developed during the year.

Duties and Responsibilities

In close coordination with the Digital Marketing Officer, the specific responsibilities of this role will include:

- Managing content on campaign websites
- Managing supporter email programmes, including managing supporter lists, building and sending emails and building automated email journeys
- Monitoring and reporting on campaign results, and making recommendations for optimization
- Project managing the development of new functionality on campaign websites, including briefing agencies and/or internal designers and developers, reviewing designs, and QA testing the product before deployment.
- Coordinating as needed with a range of design, development and marketing experts within the Digital Engagement team to ensure campaign strategy and solutions follow digital best practice
- Providing guidance, training and support to national offices as they implement campaigns in their markets
- Other activities as required to ensure the smooth digital delivery of public engagement campaigns.

- Some occasional travel may be required of this role.

Qualifications and Professional Experience

- Minimum of a Bachelor's level or equivalent in Marketing, Communications or other related field.
- Minimum 3 years of relevant work experience (or 2 years with relevant Master's degree), preferably in the delivery of multi-channel digital marketing strategies or campaigns.

Furthermore, the ideal candidate will have:

- Experience publishing content using digital tools, including content management systems and email broadcast software.
- Experience planning and preparing content for digital channels, including websites, social media and email.
- Experience using Google Analytics or other digital analytics tools to generate reports on site and campaign performance.
- Solid knowledge of digital marketing best practice.
- Strong organizational skills.
- Excellent interpersonal and communication skills.
- Fluency in English.

Desired competencies include:

- Experience working on digital marketing campaigns, preferably in the area of advocacy or fundraising
- Experience building automated email journeys
- Experience using analytics data to optimize campaigns
- Experience testing websites and other digital assets
- Experience managing relationships with digital agencies, in particular for the production of websites and digital creative
- Experience working with multidisciplinary teams to jointly deliver high quality digital products
- Experience managing other digital marketing channels, such as social media, search and display
- Knowledge of HTML
- Basic knowledge of Adobe Photoshop
- Working knowledge of French and/or Spanish

Location

The successful candidate will be based with the team in the UN City in Copenhagen, Denmark.

The position starts in 2019 (as soon a candidate has been identified) until the end of 2019. It is a full-time role with working hours starting from 8.30am to 5pm Monday to Friday (40 hours per week).

To apply

Interested applicants should submit their letter of motivation, Personal History Form (P11), and CV to DENCOCMUHR@UNHCR.ORG indicating **Associate Digital Campaigns Officer** in the subject of the email. P11 forms are available at www.unhcr.org/recruit/p11new.doc

Application Deadline: 06 January 2019

Date Issued: 24 December 2018