



UNHCR

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

Terms of Reference

Associate Digital Engagement 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 Engagement Officer

Duty Station: Copenhagen, Denmark

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

Contract Type: UNOPS IICA -1 (Contractor)

Closing date: 06 January 2019

Start date: latest 01/02/2019

Organisational Context

The Associate Digital Engagement Officer will work on a number of projects managed by the Digital Engagement Section, contributing to the team's development of high-quality digital solutions to address the needs of our core target audiences. While contributing to projects serving a range of audiences, this role will have a special focus on digital solutions to UNHCR's efforts to communicate with people of concern to UNHCR, including refugees, asylum seekers, forcibly displaced people, and stateless people.

Duties and Responsibilities

Reporting to the Digital Marketing Officer, this role will in particular:-

- Project manage the development and expansion of the help.unhcr.org platform aimed at providing information to refugees and other people of concern. This includes liaising with national offices and relevant stakeholders at the Regional Bureaus and HQ on matters related to the project; provide offices with guidance on preparing content for their local Help site; populate country sites with initial content; train web publishers at country offices on use of the CMS for updating content on their Help site; monitor website analytics, reporting regularly to offices on the performance of their sites; and identify and propose opportunities for continued optimization of the site.
- Participate in working groups across the organization to assess and develop different approaches to digitally engaging with people of concern, including through the full range of digital channels, apps, bots, etc.
- Serve as a back-up to the Digital Engagement team's lead web publisher, publishing content to UNHCR's English and French websites during the lead publisher's absence or during periods of especially high publishing needs.
- Contribute to a DES working group focused on optimizing the user experience of UNHCR's priority audiences across its digital properties.
- As capacity allows, support the Digital Engagement Section's delivery of digital engagement campaigns through web publishing, content preparation, email marketing and reporting activities.

Qualifications and Professional Experience

Required:

- Minimum of a Bachelor's level or equivalent in Marketing, Communications, International Relations, or other related field.
- Minimum 3 years of relevant work experience (or 2 years with relevant Master's degree)
- 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 web analytics tool to generate basic reports on site performance
- Familiarity with HTML.
- Strong organisational skills.

- Solid understanding of UNHCR's core work and thematic areas.
- Excellent interpersonal and communication skills.
- Experience in providing training on the use of digital tools.
- Strong knowledge of best practices in web publishing.
- Fluency in English and good working knowledge of French.

Desired:

- Experience publishing on the UNHCR custom-built content management system as well as on WordPress
- Basic knowledge of Adobe Photoshop
- Fluency in French

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 Engagement 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