



## VACANCY ANNOUNCEMENTS UNITED NATIONS POPULATION FUND (UNFPA)

**Post Title: Strategic Social Media Assistant (SC4 – SB2, Peg5)**

**Duty Station: Colombo**

**Duration: One year (full time)**

### **Background**

UNFPA, the United Nations Population fund, is the lead United Nations agency in Sri Lanka and in over 140 countries that focuses on sexual and reproductive health and rights, gender equality and empowerment of young people. Through strategic partnerships with government organizations, other UN agencies, civil society and the private sector UNFPA helps Sri Lanka use population data to develop, implement and monitor evidence-based policies and programmes. UNFPA ensures that the reproductive health and rights of women and young people remain at the very heart of development and humanitarian support through its policy-level technical assistance and advocacy. Within this context, the services of a Strategic Social Media Assistant become critical in effectively communicating and engaging a wide range of audience in the important work we do.

### **Objective**

The overall objective of this assignment is to support communication and advocacy activities of the UNFPA Country Office by using social media platforms through new and innovative approaches.

### **Process of work**

Under the overall guidance of the UNFPA Representative and the direct supervision of the Strategic Communications & Advocacy Analyst, the Strategic Social Media Assistant will perform the following tasks:

- Actively manage the UNFPA Sri Lanka website and social media platforms (Facebook, Twitter, YouTube, Instagram) by producing and sharing content such as short posts, texts, photos, audio, and video material, on a daily basis in line with the strategic communications and advocacy plan for the Country Office
- Ensure timely updating of content on social media channels to coincide with International Commemoration Days and other events as relevant to the UNFPA Country Office
- Actively monitor and strategically engage audiences on all social media platforms to increase social media presence and followers of the UNFPA Country Office
- Engage new audiences and sustain existing users by developing and supporting new digital and social media initiatives, collaborations and innovative campaign ideas
- Act as a key point of contact for social media queries, developing a response process, and engaging with potential and existing users
- Regularly write/develop blog content in English such as human-interest stories, photo stories, etc. to be shared on UNFPA social media and web platforms for advocacy of social issues relating to women, youth, and the elderly
- Support in maximizing direct marketing opportunities through new partnerships and web-based and conventional mailings to ensure wider reach of UNFPA's work
- Actively contribute to the content development and ongoing work of the web portals supported by UNFPA Sri Lanka: [www.ivoice.lk](http://www.ivoice.lk) and [www.roadtoadulthood.lk](http://www.roadtoadulthood.lk)
- Support in delivering regional and global communications campaigns on social media as appropriate to the country-context, and contribute innovative ideas on social media messaging to widely disseminate UNFPA's work

- Work closely with the programme staff in the areas of sexual and reproductive health, gender equality and youth empowerment to ensure accuracy of content developed for social media to explore effective communication strategies for UNFPA's main focus areas, including partnership opportunities for wider advocacy
- Work closely with the Sinhala and Tamil language blog content writers to ensure consistency of communications efforts
- Assist the overall UNFPA Country Office in other activities relating to the communications and advocacy work, such as event management, media relations, drafting press releases, drafting talking points, etc.
- Any other duties as assigned by the UNFPA Representative

### **Required qualifications and experience**

- Completion of secondary level education is required. Basic university degree or its equivalent in Media Relations, Communication/Journalism, Publishing, Public Relations or in a related field will be an added advantage
- Minimum 5 years' experience in handling online content, social media, social media campaigns, web portals and content management for national and/or international portals is required.
- Coordination and administrative experience in handling events, press conferences, workshops, and conferences is highly desirable.
- Strong leadership and interpersonal skills.
- Full proficiency in English (including excellent writing and communication skills).
- Excellent proof-reading and editing skills in English.
- Proficiency in graphic designing and other content development software applications is preferable.

### **UNFPA work environment**

UNFPA provides a work environment that reflects the values of gender equality, teamwork, respect for diversity in all forms, integrity and a healthy balance of work and life. We are committed to maintaining our balanced gender distribution and therefore encourage women to apply. UNFPA promotes equal opportunities for all including persons with disabilities.

### **Disclaimer**

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**UNFPA offers an attractive compensation package commensurate with experience. UNFPA does not solicit or screen for information in respect of HIV or AIDS and does not discriminate on the basis of HIV/AIDS status. Please submit your resume with a cover letter and contact details of three-non related referees by e-mail. Please specify the job title that you are applying for on the 'subject' line to [srilanka@unfpa.org](mailto:srilanka@unfpa.org) addressed to UNFPA Representative.**

**No hard copy applications will be accepted. Only short-listed applications will be acknowledged.**

**Deadline for application: 09 July 2017**