

ICMPD Job Profile

JUNIOR SOCIAL MEDIA OFFICER¹

Functional Overview

Within ICMPD's Newsroom as part of the Corporate Communications Unit, the Junior Social Media Officer contributes to the effective promotion and enhancement of the reputation of ICMPD across social media channels, including ICMPD's website. S/he contributes to the expansion of ICMPD's presence on new platforms and other appropriate forums, accurately reflecting contemporary topics and work being implemented by ICMPD in the international arena. S/he works under the guidance of the Head of the Corporate Communications Unit and in close collaboration with the Press Officer and relevant staff/personnel across the Organisation.

Key Results

Content Creation: ICMPD's activities regularly reviewed with potential topics for social media coverage being identified together with opportunities for *topic-hijacking*. In collaboration with the Head of Unit, suitable formats for specific target groups and channels proposed. Appropriate external providers for video production identified and relationships with those providers effectively established and maintained. Contributions provided to the development and drafting of content for social media-friendly videos, graphics, features, photo essays and other content for ICMPD's social media channels. Texts for Search Engine Optimization (SEO) drafted to optimise discoverability. ICMPD's presence on platforms such as Google Business, Wikipedia, etc. monitored and further developments proposed.

Support to Social Media Operations: Proactive contributions provided to the production of compelling leaflets, factsheets, and infographics video and audio content, including podcasts. Working closely with the Head of Unit and the Press Officer, social media campaigns for ICMPD corporate priorities developed. Contributions provided to multi-channel campaigns and their success reviewed based on Google Analytics, taking corrective actions where applicable. The coherence of the ICMPD brand monitored across all social media channels, in support of consistent messaging. Effective technical assistance provided to support the ICMPD brand through contributions to creative, fact-based, and scientifically sound storytelling. Regular interaction and communication undertaken with the Newsroom members and staff/personnel across the Organisation about potential topics of interest for ICMPD's target audience. ICMPD's website systematically maintained and updated.

Contributions to further Development of Social Media Activities: In cooperation with the Corporate Communications Officer, contributions proposed for new and engaging content for social media platforms. Newsletter campaigns supported and disseminated via appropriate channels.

¹ This project profile is classified at IP1.

Support to Development Activities: Contributions provided concerning the development of new Newsroom concepts and potential resources based on a review of results and recording of best practices and lessons learned. Support provided to knowledge gathering, dissemination and knowledge building through the Newsroom activities.

Required Expertise

- Ability to provide effective support to the implementation of Newsroom and Corporate Communication activities, in an international context.
- Capability to establish good working relations with internal and external stakeholders to ensure effective coordination in the assigned area of work.
- Ability to manage simultaneously occurring tasks and shifting priorities.
- Ability to conceptualise new approaches to support the design, development and implementation of social media activities.
- Capability to explain and present issues in a language that is appropriate for the target audience.

Qualifications, Experience and Language Skills

- Master's Degree related to the area of work.
- Minimum of 1 year of experience supporting the implementation of social media projects, in a relevant field, at the international level.
- Good drafting, writing and communication skills.
- Experience in the interpretation of data for visual content.
- Good understanding of state-of-the-art AI apps.
- Experience in monitoring and reviewing corporate content on platforms such as Google Business, Wikipedia etc.
- Proficiency in (verbal/written) English, proficiency in the language of the duty station is an asset.
- Proficiency in the use of standard IT tools.