

## Call for Expression of Interest

<b>Post Title:</b>	Senior Digital Communications Specialist	<b>Duty station:</b>	Rio de Janeiro, Brazil
<b>Reference:</b>	UNWTO/HHRR/CFE/06/ROAM/2026	<b>Start Date:</b>	
<b>Area/Type:</b>	I/5B	<b>Duration:</b>	12 months
<b>Operational Department:</b>	Regional Office for the Americas	<b>Contractual Status:</b>	Service Contract Holder
<b>Functional Department:</b>	Communications	<b>Deadline for application:</b>	<b>30 May 2026</b>

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### DUTIES AND RESPONSIBILITIES

The **World Tourism Organization (UN Tourism)** is the United Nations agency responsible for the promotion of responsible, sustainable, and universally accessible tourism.

The **Regional Office for the Americas** supports and implements activities in the region in line with UN Tourism's Programme of Work. It is also responsible for the coordination, follow-up and reporting of the activities undertaken in the Americas through continuous relations with Member States, as well as with the Affiliate Members in the region, ensuring a fair, yet strategic, geographically balanced repartition of UN Tourism activities.

Under the operational supervision of the Director, Regional Office for the Americas and the functional supervision of the Chief, Communications Department, the incumbent performs the following duties:

1. Contributes to the development and effective communication of strategies and initiatives that support the priorities of UN Tourism Regional Office for the Americas and strengthen engagement with stakeholders across the tourism sector in the region;
2. Coordinates the development of the Regional Office's communications strategy by working closely with key colleagues at national, regional and global levels; the strategy should support the Regional Office's strategic objectives through appropriate tactics, tools and platforms to effectively disseminate relevant content and information;
3. In close collaboration with the Communications Department, manages the Regional Office's social media channels on a daily basis; this includes strengthening visibility, expanding audiences and increasing engagement across platforms such as Twitter, LinkedIn, Facebook and other relevant channels as appropriate;
4. Undertakes research to identify and engage with new communication tools and platforms that may support outreach and engagement with Member States, partners and stakeholders;
5. Works closely with colleagues and members on content creation; drafts and edits a wide range of communications materials, including social media posts, comment pieces, presentations, newsletters and other knowledge products;
6. Sets targets and contributes to monitoring and evaluation processes, including the use of data analytics to assess performance and optimize communication strategies and campaigns;

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7. Collaborates with members and partners around key events and initiatives by developing communication packages with key messages and visual materials;
  8. Conceptualizes, drafts and coordinates the development of visual assets such as infographics, presentations and other communication materials in collaboration with colleagues, vendors and partners;
  9. Identifies and segments the Regional Office's key audiences, including Member States, Affiliate Members and relevant stakeholders across the tourism sector, international organizations and partner institutions;
  10. Works closely with colleagues to identify and share relevant knowledge resources and information that may be of interest to members and partners;
  11. Provides support in strengthening the use of communication tools and platforms by colleagues, including through guidance, training and the preparation of sample content where appropriate;
  12. Performs other related duties as assigned.
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## **REQUIREMENTS**

- Academic**
- Advanced university degree (Master's degree or equivalent) in communications, public relations, and journalism or in a field related to the activities of the department; an advanced university degree in another discipline may be accepted in lieu if it is pertinent to the requirements of the post and in combination with relevant professional experience.
- Experience**
- A minimum of five years of progressively responsible professional experience in communications, public information, digital communications, or another area relevant to the activities of the office;
  - At least two years of professional experience in digital communications, including the management of social media platforms and digital content production, is required;
  - Experience working with international or multilateral organizations, public institutions, or international development contexts is desirable.
- Languages**
- Fluency in both English and Spanish is essential;
  - Fluency in Portuguese is an asset;
  - Good working knowledge of another of the official languages of the Organization (Arabic, Chinese, French, or Russian) is an asset.
- Computer Skills**
- Computer literacy in Microsoft Office software and Windows 11;
  - Demonstrated ability of using digital content creation and design tools (e.g., Canva, Adobe Creative Suite or similar platforms);
  - Familiarity with social media management tools, analytics platforms and digital communication systems is desirable.
- Other Skills and Competencies**
- Ability to work under minimum supervision;
  - Good judgment, discretion and respect for confidentiality;
  - Good communication skills (spoken and written);
  - Excellent planning and organizational skills;
  - Ability to work harmoniously with people in an international environment;
  - Previous experience in the United Nations or another international organization would be a strong asset.
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<b>Remuneration and Other Conditions</b>	The monthly remuneration of the selected candidate would be <b>BRL 14,260 – BRL 20,461</b> . The Service Contract holder will be affiliated to the UN Tourism health insurance plan (co-shared scheme in conformity with the Organization's procedures). The Organization will contribute 13% of the aforementioned monthly remuneration to the individual's pension scheme.
<b>Application Procedure</b>	Interested applicants are requested to complete the <a href="#">Online UN Tourism Personal History Form</a> . Please note that UN Tourism will only accept applications received through our web-based system. Applications sent by other means (e.g. post, email, etc.) or received after the deadline indicated above, will not be taken into consideration.

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- **As per UN Tourism's policy on contractual mechanisms, the maximum length of service for Service Contracts shall be limited to three years, extendable on an exceptional basis up to a total of four years;**
- Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful;
- Short-listed candidates may be asked to take a competitive exam and/or interview as part of the final phase of the selection process. These candidates will be contacted directly for this purpose;
- **There is no guarantee either that the initial contract will be renewed or that a career appointment within UN Tourism will subsequently be offered. Any extension beyond the advertised duration is subject to the availability of funds and necessities of service.**