



Call for Expression of Interest

Post Title:	Social Media Specialist	Duty Station:	Madrid, Spain
Reference:	UNWTO/HHRR/CFE/25/COMM/2018	Start Date:	As soon as possible
Department:	Communications	Duration:	12 months
Contractual Status:	Service Contract	Deadline for Applications:	28 October 2018

DUTIES AND RESPONSIBILITIES

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

UNWTO is currently looking for a **Social Media Specialist** for its **Communications Department**. The role of the Communications Department is to position tourism as a key contributor to economic growth, sustainable development and the achievement of the Sustainable Development Goals (SDGs) and position UNWTO as the leading reference in tourism.

Under the supervision of the Chief, Communications, the incumbent performs the following duties:

1. Serves as community manager for all UNWTO official social media accounts, producing and curating content that reflects communication priorities and key messages, and speaks effectively to the audience;
2. Monitors and moderates comments on social media posts and intervenes, as appropriate, to answer questions and guide the conversation;
3. Produces social media content, including photos and short videos that showcase UNWTO's work and strategies;
4. When required, assists colleagues in using social media effectively;
5. Develops high-impact social media content, including graphics, videos and other multimedia formats, that effectively informs and engages external audiences and supports media and advocacy campaigns;
6. Collects and analyzes social media metrics to gauge reach, engagement and other performance measures for social media posts, accounts and campaigns, helping to inform results-based decision making;
7. Performs other duties as required.

REQUIREMENTS

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| Academic | <ul style="list-style-type: none">▪ University degree in communications, political science, international relations, or a field related to the activities of the Department; a university degree in another discipline may be accepted <i>in lieu</i> if it is pertinent to the requirements of the post and in combination with relevant professional experience. |
| Experience and Basic Competencies | <ul style="list-style-type: none">▪ Minimum of three years of progressively responsible professional experience in communications, journalism, advocacy, digital marketing or a related field;▪ Excellent communication and editorial skills; |

- Excellent knowledge of transmedia storytelling;
- Experience producing, editing and disseminating multimedia content for online audiences;
- Experience using advanced tools for online publishing, including content management systems and social media authoring tools;
- Experience working in sensitive and fast-moving news, communications, advocacy and/or related contexts;
- Experience producing and interpreting web or social media analytics to inform strategies and work plans;
- Strong editorial judgment, including ethical and political awareness;
- Knowledge of UNWTO's work and publications, and understanding of the UNWTO's strategic priorities and activities would be a strong asset;
- Previous experience in the United Nations or another international organization would be an asset.

Languages

- Fluency in English (both written and oral) is essential;
- Good working knowledge of another of the official languages of the Organization (Arabic, French, Spanish or Russian) is an asset.

Computer Skills

- Computer literacy in Microsoft Office software and Windows 7;
- Good knowledge of Hootsuite, working knowledge of Adobe Creative Suite, in particular Photoshop and Premiere Pro, would be a key asset.

Other Skills and Competencies

- Ability to maintain effective relationships with people of different national and cultural backgrounds with sensitivity and respect for diversity;
- Respect for confidentiality;
- Ability to express ideas clearly, concisely and persuasively;
- Ability to correctly interpret and link data and information from various information sources;
- Sound judgment.

Remuneration and Other Conditions

The monthly remuneration of the selected candidate would be in the base range of **EUR 1,800 to EUR 2,000**, depending on previous professional experience, skills and competencies. The Service Contract holder will be affiliated to the UNWTO health insurance plan (co-shared scheme in conformity with the Organization's procedures).

Application Procedure

Interested applicants are requested to complete the [Online UNWTO Personal History Form](#). Please note that UNWTO 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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- 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 UNWTO will subsequently be offered.**