

JOB ANNOUNCEMENT NO. JA 05-18

Date issued: 14 May 2018

- Functional Title** : Social Media and Campaign Development Associate
- Level/Fee** : L4/1 level of the UN local salary scale
- Organizational Unit** : Public Information and Outreach Unit, UNESCO Bangkok Office
- Contractual Status** : Service Contract (SC)
- Duty Station** : Bangkok, Thailand
- Duration** : 3 month probationary period with extension based on satisfactory performance
- Deadline for Application** : 28 May 2018
- Report to work** : As soon as possible

Only candidates with a right to work in Thailand may apply to this post.
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Background:

The Public Information and Outreach (PIO) Unit helps shape UNESCO Bangkok's public image and raise the organization's visibility in the Asia-Pacific region through media and communications outreach, publications, the office website and social media. PIO supports the communications goals of all units across the organization's areas of competence in Asia-Pacific. PIO works with programme units to prepare overall communications strategies, develop messaging and communication goals and implement strategies through appropriate media. As a central unit operating under the Executive Office, PIO fields regular requests from colleagues for communications-related support around initiatives, publications, campaigns etc. PIO also oversees the UNESCO Bangkok website and social media channels, ensuring that content is engaging for all of UNESCO's stakeholders, including external audiences. With this newly created position, UNESCO Bangkok is looking for a communications specialist who is passionate about building relationships and the potential of digital media to inspire positive change.

Main Duties and Responsibilities:

Under the overall authority of the Director of UNESCO Bangkok and under the direct supervision of Ms Akané Nozaki (PIO team leader), the incumbent shall:

1. Oversee and develop content a content calendar for UNESCO Bangkok's social media channels (Facebook, Twitter, LinkedIn).

2. In collaboration with the Media and Communications Officer and programme units, develop social media content and plan for wider communication strategies around major campaigns, events, ongoing initiatives, publication launches, etc.
3. Provide support for media and public outreach around major events.
4. Develop social media strategies and campaigns around international days, particularly UNESCO-designated days, and major events.
5. Produce and coordinate the production of videos for social media platforms.
6. Create graphics for social media and website use.
7. Monitor accounts for questions and comments daily and respond accordingly, involving programme colleagues where necessary.
8. Engage in targeted influencer outreach on social platforms.
9. Support livestreaming/live tweeting at major events.
10. Provide Thai-language translation and editing support where needed.
11. Provide analytics on UNESCO Bangkok's social media channels and adjust accordingly to improve efficacy.
12. Provide recommendations on emerging trends and innovations in digital media that can help advance the organization's mandate; advise staff on best practices in social media.
13. Undertake additional tasks as and when assigned by the Head EO or by the Director of UNESCO Bangkok.

Qualifications / Requirements

Education:

- Bachelor's degree in communications, journalism, or a related discipline.

Experience:

- Minimum of 2 years of experience for Master degree holders and 4 years of experience for Bachelor degree holders, in communications, digital media or a related discipline.
- Excellent English writing and communication skills.
- Fluency in Thai.
- Experience in graphic design/social media video production

- Experience working within the UN system/familiarity with UNESCO's mandate/relationship with Member States and stakeholders as well as the UN approach to communications is preferable.

Apply To:

Interested applicants who are currently residents in Thailand are invited to submit a cover letter (in English and referencing the **Job Announcement No. 05-18**), accompanied by a full resume stating details of educational qualifications, working experience and contact information and a list of three references (including name, position, address and contact details) by hard copy or e-mail before 28 May 2018 midnight (Bangkok time) to:

Chief, Administration and Finance Unit
UNESCO Bangkok
Mom Luang Pin Malakul Centenary Building
920 Sukhumvit Road, Klongtoey
Prakanong, Bangkok 10110 Thailand
Fax no: +(662) 391-0866
E-mail: hr.bgk@unesco.org

Only short-listed candidates will be contacted.