

**UNICEF CHINA COUNTRY OFFICE
Vacancy Announcement**

Functional Title : Digital Communications Officer

Contract/Grade : NO-A

Duty Station : Beijing, China

Vacancy Open: 2 January 2019

Vacancy Closes: 20 January 2019

UNICEF works in 190 countries and territories to protect the rights of every child. UNICEF has spent 70 years working to improve the lives of children and their families. Defending children's rights throughout their lives requires a global presence, aiming to produce results and understand their effects. UNICEF believes all children have a right to survive, thrive and fulfill their potential – to the benefit of a better world.

For every Child, promote

The Digital Communications Officer will support the Digital Communications Manager in his/her effort to bring innovation and cutting-edge technology solutions for the digital communications needs of the China Country Programme and be knowledgeable about the contemporary communication technologies and trends. The incumbent will support with the gathering of relevant content and adapting it to the needs of the diverse audience groups, and delivering communication materials and products in an evolving and fast-paced environment. The goal is to promote the awareness of UNICEF's mission and objectives in China and beyond, increase digital engagement of our audiences, enhance the organization's credibility and brand in China, as well as in support of the China in the World initiative.

http://v.youku.com/v_show/id_XMzU5ODg1NDcxMg==.html

How can you make a difference?

We are looking for a communication officer, knowledgeable about current digital communication trends in China and experience engaging with young audiences, who will support the digital communications team to..

- Produce high-quality, engaging and innovative digital communication products and materials, gather content and adapt it to relevant communication activities for the right audience

- Support the production of digital communication materials that meet country and global standards as set out by the organization
- Monitor production of digital advocacy and communication materials (e.g., social media content, videos, photos, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout, graphic design, etc.) to meet the organizational standards
- Assist in developing and maintaining close collaboration with relevant digital media, as well as with groups and organizations and contribute to drafting and editing articles, human interest stories and other advocacy/campaign materials in all digital media, as appropriate.
- Monitor and evaluate activities according to the work plan to ensure maximum impact and continuous improvement of country office digital communication efforts.
- Ensure good quality data collection, analysis, evaluation and reporting to ensure effective digital communication strategies and informed campaigning to promote a positive public perception of UNICEF in the country
- Provide professional expertise and advice on all aspects of digital communication as required to senior management, programme colleagues to inform and educate country team, media and relevant partners.

To qualify as a Digital Communications Officer and advocate for every child, you will have...

- A university degree in Communication, Journalism, Public Relations or another related area is required.
- A minimum of one year of responsible professional work experience in digital communication, broadcast, new media or other related area is required.
- Experience in engagement with young audience is highly desirable.
- Fluency in English and Chinese is required.

For every Child, you demonstrate...

- Respect for and adherence to UNICEF's core values of Commitment, Diversity and Inclusion, Integrity and proven understanding and sensitivity to cultural nuances
- Interpersonal skills, capacity to work with different personalities to deliver on shared results

- Drive for results, setting high standards for the quality of work
- Capacity to think outside of the box and drive innovation
- Strong communication skills, fluently and confidently gathering and expressing and writing opinions and information including engaging with a diverse group of people
- Ability to work strategically to realize UNICEF's goals
- Proficiency to systematically plan activities and projects for own team or department and anticipate potential difficulties
- Innovative thinking and nimbleness in ability to quickly adapt products to current trends

View our competency framework at:

http://www.unicef.org/about/employ/files/UNICEF_Compencies.pdf

If you recognize yourself from the above and wish to make a difference for every child, send a Cover Letter and CV through www.unicef.org/employ/(requisition 518929). If you have difficulties applying online, you may apply to beijinghr@unicef.org. The deadline for receipt of applications is 20 January 2019.

We value diversity and aspire to reflect this in our workforce. In our effort to achieve a gender balance in our current workforce, we particularly encourage applications from qualified male candidates.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles.