

**UNICEF CHINA COUNTRY OFFICE  
Vacancy Announcement**

**Functional Title : Digital Communications Manager**

**Contract/Grade : NO-C**

**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 Manager, under the guidance of the Chief of Communication, will lead a team to develop a cutting edge, innovative digital communications strategy and associated products and activities in support of the China Country Programme and China in the World Initiative to promote UNICEF's brand across key demographics, especially with the young audience within China and other important stakeholders.

[http://v.youku.com/v\\_show/id\\_XMzU5ODg1NDcxMg==.html](http://v.youku.com/v_show/id_XMzU5ODg1NDcxMg==.html)

**How can you make a difference?**

We are looking for a Digital Communications Expert with experience in latest technologies and trends in Digital Communications in China, who can...

- Ensure that the China CO develop an innovative digital communication strategy aligned with the current trends to support the country programme objectives to enhance the organization's credibility and brand.
- Drive digital media relations with knowledge of current trends in China and ensure that the China CO has access and reach to communicate the story of UNICEF's work to and engage a wide audience using modern state-of-the-art technologies

- Support UNICEF's global digital communications objectives, campaigns and strategies through development of complementary country specific materials and activities.
- Support the gathering of content and coverage of relevant country efforts for resource mobilization purposes and provide necessary support to regional offices and headquarters divisions.
- Provide professional expertise and advice on all aspects of digital communication as required to senior management, programme colleagues and others; and promote building communication capacity among country communication team, media and other relevant partners.
- Ensure that digital communication baselines are established against which the achievement of objectives of the strategy are regularly evaluated and results/reports are prepared and shared on a timely basis.
- Lead the Digital Communications team and provide leadership and supervision. Establish clear individual performance objectives, goals and timelines; and provides timely guidance to enable the team to achieve their goals.

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

- An advanced university degree Communication, Journalism, Public Relations or another related area is required. An undergraduate degree with additional work experience may be accepted in lieu of an advanced degree.
- At least five (5) years of progressively responsible professional work experience in digital communication, broadcast, new media or other related area in China is required.
- Experience engaging with a young audience is considered an asset.
- 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, especially ability to effectively communicate with a diverse group of people including technical counterparts
- Ability to build effective relationships and maintain a strong network of individuals outside of UNICEF, building strategic partnerships with a range of key stakeholders
- Ability to work strategically to realize UNICEF's goals
- Ability to seek and absorb all relevant information for decision making as well as learn new techniques to expand capacity to deliver results
- Entrepreneurial thinking and seek and propose opportunities to further UNICEF's mission

View our competency framework at:

[http://www.unicef.org/about/employ/files/UNICEF\\_Competencies.pdf](http://www.unicef.org/about/employ/files/UNICEF_Competencies.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/](http://www.unicef.org/employ/)(requisition 518928). If you have difficulties applying online, you may apply to [beijinghr@unicef.org](mailto: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.