Descripción de la asignación de voluntarios NU

LBYR000042–Digital Communication Officer

El programa de Voluntarios de las Naciones Unidas (VNU) es la organización de la ONU que contribuye a la paz y al desarrollo en todo el mundo por medio del voluntariado. El voluntariado es una forma poderosa de involucrar a los ciudadanos para hacer frente a los desafíos en materia de desarrollo, y capaz de transformar el ritmo y la naturaleza del mismo. El voluntariado beneficia tanto al conjunto de la sociedad como a los voluntarios, fortaleciendo la confianza, la solidaridad y la reciprocidad entre las personas y creando oportunidades de participación apropiadas. Para impulsar la paz y el desarrollo, el programa VNU promueve el reconocimiento de la contribución de los voluntarios, trabaja con sus asociados para integrar el voluntariado en los programas de desarrollo y moviliza en todo el mundo a un número cada vez mayor y más diverso de voluntarios, incluidos Voluntarios de las Naciones Unidas. El programa VNU entiende el voluntariado como universal e incluyente, y reconoce el voluntariado en toda su diversidad, así como los valores que lo sustentan: libre albedrío, entrega, compromiso y solidaridad. En la mayoría de las culturas, el voluntariado está profundamente arraigado en antiguas tradiciones de cooperación y apoyo fuertemente establecidas entre las comunidades. En este contexto los Voluntarios de las Naciones Unidas participan en varias formas de voluntariado y juegan un papel esencial en el desarrollo y la paz junto a sus colegas, agencias receptoras y comunidades locales. En todas las asignaciones, los Voluntarios de las Naciones Unidas promueven el voluntariado por medio de su acción y conducta. La participación en actividades voluntarias puede enriquecer efectiva y positivamente su entendimiento de la realidad local y social, así como también crear un puente entre los voluntarios y la gente de la comunidad receptora. Esto hará que su tiempo como Voluntario de la ONU sea aún más satisfactorio y productivo.

Información general

<table>
<thead>
<tr>
<th>País de la asignación</th>
<th>Libya</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agencia / Entidad Anfitriona</td>
<td>United Nations Development Programme</td>
</tr>
<tr>
<td>Categoría de Voluntariado</td>
<td>International Specialist</td>
</tr>
<tr>
<td>Número de Voluntario</td>
<td>1</td>
</tr>
<tr>
<td>Duración</td>
<td>12 meses</td>
</tr>
<tr>
<td>Fecha de Inicio Esperada</td>
<td>Inmediatamente</td>
</tr>
<tr>
<td>Lugar de Destino</td>
<td>Tunis [TUN]</td>
</tr>
<tr>
<td>Lugar de Asignación</td>
<td>Lugar de destino no apto para familias</td>
</tr>
</tbody>
</table>

Observación sobre el lugar de asignación

Duty Station is Tunis with visits and possible relocation to Libya (subject to security situation)

Condiciones de vida

Following lifting of Evacuation status on 07th of February 2018, and UN Secretary General IoM regarding the redeployment of international staff
to Tripoli, UNDP Libya office moved back to Tripoli with gradual redeployment of staff from March 2018. On 4 April 2019 fighting started again more severely and intensively with the attack of the “Libyan National Army” (LNA), led by Khalifa Haftar, against the Government of National Accord (GNA). The military operations continued front around Greater Tripoli while the sides appeared to have reached a stalemate despite the efforts of the UN and international community to resolve the conflict. Under such circumstances, in the Security Management Meeting of 6 April 2019, the Designated Official for Libya decided to reduce the footprint of international community on the ground and to leave only a small team easily to be managed in case of emergency evacuation mainly composed of security staff and those involved in humanitarian aid. Under such arrangements, UNDP was allowed only two slots: one permanent for International Field Security Specialist and the other one on rotational basis. Our national staff continues to work in Tripoli, however, as an international UNV, the communication Analyst will be based in Tunis, Tunisia, until the security situation improves and the communications unit move to Tripoli again.

Geography and Climate: Tunisia, the smallest country of the North African coast, with a population of slightly over 11 million of which about 60% live in urban locations, has one of the highest living standards on the continent. Tunis is the capital of the country and the largest city (population of approximately two million in and outside the city proper). As a small country, all destinations within Tunisia can be reached in a day drive. Tunisia borders with Libya (Southeast) and with Algeria (West).

Tunisia has a Mediterranean climate. Along the coast of northern Tunisia, summers are hot and dry, and winters are warm and rainy. In the northwest, there is occasional snowfall in the mountains. In southern Tunisia, it is hotter and drier. Southern Tunisia, where the Sahara begins, is semi-desert. In some parts, there are oases with giant palm trees and small market gardens.

Religion: About 99 percent of the population is Muslim, especially Sunni Islam, as it is the major and state religion. Tunisia has also a small Christian population, composed of Roman Catholics, members of the Greek Orthodox Church, and French and English Protestants. In addition, there is a small population of Sephardic Jews. Language: The official language of Tunisia is Arabic. French is also widely spoken and understood by most of the population. About one percent of the population speaks Berber. English is more and more spoken by Tunisians. Other European languages, such as Italian, are also spoken in commercial and tourist areas of the country. Economy: The country does not have vast stocks of hydrocarbons like its neighbours Algeria and Libya but has prospered under longstanding government policies to develop manufacturing, tourism, and agriculture. At the same time, social programs limit population growth, provide a high standard of education, and ensure a relatively decent standard of living for all. The largest percentage of Tunisia’s exports are agricultural and mining products, which generate over 11 billion dollars a year. Tunisia's biggest export partners are France and Italy. Tunisia is a member of the Arab Fund for Economic and Social Development (AFESD), the Arab Monetary Fund, and the Union of the Arab Maghreb (UMA). Public transportation: In addition to the private taxi services, the state runs a reliable and cost-effective public transport system.

Safety and security: The crime rate is low, but there have been cases of theft. Walking alone during daylight hours is permitted, but you may want to be more careful at night. Tunisia is still undergoing a critical period of democratic and social transition. The heated political debate has, at times, developed into a localized confrontation among ideological opponents. Although these tensions are unrelated to foreigners, it is nevertheless important to remain updated on the political situation. Therefore, security advice is sent systematically by UNDSS and UNHCR security staff. Terrorism is still a major concern as shown by the latest terrorist attacks that took place in June 2019 in downtown Tunis. However, significant efforts from the Tunisian authorities on this front have allowed to contain the phenomenon and led several foreign embassies to remove the travel restrictions applied after the 2015 attacks in different tourist sites.

Detalles de la Asignación

Título de asignación

Digital Communication Officer

SP Contexto Organizativo & descripción del proyecto.

The 2019 UNDP Libya Communication Strategy focuses on enhancing internal and external communication to create a better understanding of and support for the work of UNDP among stakeholders. It also ensures that there is adequate information being shared within the UN system in Libya as well as among all partners.

The Communication Strategy is managed by the Communications Unit under the supervision of the Deputy Representative and the Resident Representative and is based on the principles of a shared vision, common objective, coordinated effort and an empowered team. The areas of focus are internal
communication, external communication (with government, municipalities, development partners, implementing partners, development stakeholders and the media) and advocacy for development.

UNDP Libya would like to optimize communications of the office’s activities to fulfill corporate requirements and enhance stakeholder buy-in.

The Digital Communications Officer will work within the communications team to ensure that all activities, as well as their results and impact, are systematically captured and shared online on different UNDP Libya digital platforms. The Digital Communications Officer will work under the direct supervision of the Communications Specialist, the overall guidance of the Deputy Representative and Resident Representative and in collaboration with PMSU, Operations and Project teams.

The Digital Communications Officer supports the implementation of the UNDP Communication Strategy geared to influence the development agenda, promote public and media outreach and mobilize political and financial support for UNDP’s work in Libya.

**Sustainable Development Goals**

17. Partnerships For the Goals

**Descripción de la tarea**

The UN volunteer/Communications Officer will contribute to the implementation of the overall UNDP Country Office Communications Strategy, with particular focus on the online communication strategy. The tasks for this role are:

- **Social Media**
  - Review and implement UNDP Libya Digital Communication Strategy, including the specific guidelines on how to face criticism on social media.
  - Prepare weekly social media plan based on the Digital communications strategy, UNDP and UN Global campaigns and the news.
  - Create and implement social media campaigns.
  - Develop UNDP Libya brand awareness and online reputation
  - Content management (including website) and reputation management.
  - Create and lead interactions on social media and act as the online community manager for UNDP Libya social media platforms.
  - SEO (search engine optimization) and generation of inbound traffic.
  - Plan with the different units which stories to produce, which projects to highlight in social media.
  - Manage Facebook, Twitter and YouTube accounts following Digital Communications Strategy and Social Media Weekly Plan.
  - Response messages and interact with the online community on all UNDP Libya online platforms on a daily basis.
  - Create social media content linked to the latest news within UNDP Libya Country Office, UNDP Libya projects, as well as other news from Libya and other UN agencies relevant for the overall goal of UNDP Libya.
  - Join Global UN and UNDP campaigns and engage UNDP Libya staff to participate in the...
- **Graphic design**
  - Create infographics, memes, etc... to share in social media.
  - Create and design infographics, flyers, print ads, templates, training manuals, PowerPoint presentations and editing reports for advocacy purposes.
  - Produce results sheets for projects outlining achievements made;

- **Video production**
  - Work closely with the videographer and the local reporters to produce at least two videos (mainly with human angle and story about our beneficiaries) per month about UNDP activities in Libya to be published on UNDP Libya YouTube Channel

- **Media Analysis**
  - Evaluate the impact and the effectiveness of UNDP Libya Communication in national media by monitoring radio, television, print media, and online and social media.
  - Compile monthly analysis about media coverage.
  - Provide a monthly online media analysis, including social media analysis of Arabic outlets.
  - Conduce media trends research, identifying and proposing advocacy opportunities to inform digital strategy.

- **Monthly e-Newsletter**
  - Produce and disseminate monthly UNDP e-newsletter.
  - Produce and disseminate monthly internal bulletin.

- **Digital Media Analysis**
  - Evaluate the impact and the effectiveness of UNDP Libya Communication in social media (UNDP Social Media accounts as well as counterparts accounts);
  - Conduce media trends research, identifying and proposing advocacy opportunities;
  - Monitor the effectiveness of UNDP Libya’s online footprint through online available tools;
  - Produce regular UNDP Libya Social Media Analysis and use findings to inform digital strategy, with special attention to municipalities Facebook pages.

- **Website management**
  - Publishing content in English and in Arabic, maintaining continuity of themes, designing layout, streamlining navigation and increasing online presence.
  - Generate and curate content ideas - write, produce and liaise with the rest of the Communication colleagues and project, operations and programme teams to agree, maintain and develop content on the website ensuring that it is engaging, up-to-date, and correctly branded.
  - Co-ordinate with projects to ensure that their webpage content is kept up to date
  - Collaborate with designers and web on specific projects
  - Utilise digital marketing tools and analytics to increase visitors and data capture from our website
  - Establish new ways to encourage people to visit, and interact with.

- **Other tasks:**

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The United Nations Volunteers (UNV) programme is administered by the United Nations Development Programme (UNDP).

We are inspiration in action

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- Edit the stories sent by the reporters, including the pictures that will go with the articles.
- Write articles and take photos of events organized by the different programs to publish on UNDP’s website, when required.
- Support media management in events, when required.
- Attend United Nations Communications Group (UNCG) meetings;
- Streamlined inclusion of SDGs in communications outputs including articles, social media, press releases, and publications;
- Produce data visualization projects which illustrate UNDP work and results;
- Assist in writing other communication documents such as project proposals, donor reports by providing background case and success stories, footages and social media analysis;
- Facilitate communications training for projects and programme staff particularly those working in communications related tasks
- When working with (including supervising) national staff or (non-)governmental counterparts, the incumbent is strongly encouraged to set aside dedicated time for training and capacity-building.

Además de lo anterior, a los Voluntarios de la ONU se les insta a:

• Fortalecer su conocimiento y entendimiento sobre el concepto de voluntariado por medio de la lectura de publicaciones pertinentes tanto del programa VNU como externas, así como desempeñar un papel activo en las actividades del programa VNU, como por ejemplo en los eventos de conmemoración del Día Internacional del Voluntariado (DIV);
• Conocer y desarrollar las formas tradicionales y/o locales de voluntariado en el país anfitrión;
• Reflexionar sobre el tipo y la calidad de la acción voluntaria que se lleva a cabo, incluida su participación en actividades realizadas periódicamente;
• Contribuir con artículos/criticas (opiniones) de las experiencias en el terreno y enviarlas a la sede para su publicación en el sitio web, publicaciones, panfletos/boletines, notas de prensa, etc. del programa VNU;
• Ayudar con el Programa de Mentores para los nuevos Voluntarios de la ONU;
• Asesorar a grupos locales en el uso del servicio Voluntariado en Línea del programa VNU o promover el uso del servicio con individuos y organizaciones locales pertinentes cuando sea técnicamente posible;

Resultados / Resultados esperados

• UNDP Libya’s Digital Communication Strategy is successfully implemented, in particular with regard to the targets set for the online footprint;
• High frequency of the UNDP Libya website and social media “hits” realized;
• A regular development messaging system and prominent visibility for UNDP in Libya media landscape and beyond is realized;
• System of efficient, timely, responsive, client-friendly and high-quality support developed at UNDP Libya;
• A final statement of achievements towards volunteerism for development during the assignment, such as reporting on the number of volunteers mobilized, activities participated in and capacities developed.

• The development of capacity through coaching, mentoring and formal on-the-job training, when working with (including supervising) national staff or (non-) governmental counter-parts, including Implementing
Partners (IPs); • Age, Gender and Diversity (AGD) perspective is systematically applied, integrated and documented in all activities throughout the assignment • A final statement of achievements towards volunteerism for peace and development during the assignment, such as reporting on the number of volunteers mobilized, activities participated in and capacities developed

Cualificaciones/Requisitos

**Nivel de Grado Requerido**

Master degree or equivalent

**Educación - Comentarios Adicionales**

Master's degree in Communication, Journalism, Public Relations, Development, Political or Social sciences; or equivalent professional work experience in the communication area, combined with an advanced university degree in a related discipline.

**Specific training on social media, digital marketing, or online and digital communication.**

**Experiencia Necesaria**

48 meses

**Comentarios sobre la experiencia**

- Four years progressively responsible professional work experience in digital communication, with a focus on social media, preferably in a development context.
- Demonstrates creativity and documented immersion in social media.
- Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, etc.) and how each platform can be deployed in different scenarios.
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics. Highly knowledgeable in the principles of “Search and Social.”
- Possesses functional knowledge and/or personal experience with CMS.
- Demonstrates winning Social Service techniques such as empathy, patience, advocacy and conflict resolution.
- Possesses great ability to identify potential negative or crisis situation and apply conflict resolution principles to mitigate issues.
- Displays ability to effectively communicate information and ideas in written and video format.

**Lingüísticas**

- English (Mandatory), Nivel - Fluent
- AND - Arabic (Mandatory), Nivel - Fluent

**Área de Experiencia**

- Public information and reporting Obligatorio
- Web and graphic design Obligatorio
- Journalism, mass media and broadcasting Obligatorio
Requisito de área de experiencia

Computer skills:

- Be fully proficient in Microsoft Office, Web Content Management Software and Social Media.
- Be proficient with Adobe Photoshop and/or other photo/video editing software.

Necesita Licencia de Conducir    No

Competencias y Valores

- Accountability
- Adaptability and Flexibility
- Building Trust
- Client Orientation
- Commitment and Motivation
- Commitment to Continuous Learning
- Communication
- Creativity
- Empowering Others
- Ethics and Values
- Integrity
- Knowledge Sharing
- Managing Performance
- Planning and Organizing
- Professionalism
- Respect for Diversity
- Self-Management
- Technological Awareness
- Vision
- Working in Teams

Condiciones del servicio y otra información

Condiciones de servicio    Click here to view Conditions of Service

Conditions of Service for International Specialist:
The contract lasts for the period indicated above with possibility of extensions subject to availability of funding, operational necessity and satisfactory performance. However, there is no expectation of renewal of the assignment.

A UN Volunteer receives a Volunteer Living Allowance (VLA) which is composed of the Monthly Living Allowance (MLA) and a Family Allowance (FA) for those with dependents (maximum three).

The Volunteer Living Allowance (VLA) is paid at the end of each month to cover housing, utilities, transportation, communications and other basic needs. The VLA can be computed by applying the Post-Adjustment Multiplier (PAM) to the VLA base rate of US$ 1,631. The VLA base rate is a global rate across the world, while the PAM is duty station/country-specific and fluctuates on a monthly basis according to the cost of living. This method ensures that international UN Volunteers have comparable purchasing power at all duty stations irrespective of varying costs of living. The PAM is established by the International Civil Service Commission (ICSC) and is published at the beginning of every month on the ICSC website http://icsc.un.org.

For UN Volunteer entitlements, kindly refer to the link https://vmam.unv.org/calculator/entitlements

In non-family duty stations that belong to hardship categories D or E, as classified by the ICSC, international UN Volunteers receive a Well-Being Differential (WBD) on a monthly basis.

Furthermore, UN Volunteers are provided a settling-in-grant (SIG) at the start of the assignment (if the volunteer did not reside in the duty station for at least 6 months prior to taking up the assignment) and in the event of a permanent reassignment to another duty station.

UNV provides life, health, permanent disability insurances as well as assignment travel, annual leave, full integration in the UN security framework (including residential security reimbursements).

UN Volunteers are paid Daily Subsistence Allowance at the UN rate for official travels, flight tickets for periodic home visit and for the final repatriation travel (if applicable). Resettlement allowance is paid for satisfactory service at the end of the assignment.

UNV will provide, together with the offer of assignment, a copy of the Conditions of Service, including Code of conduct, to the successful candidate.

Supervision, induction and duty of care of UN Volunteers

UN Volunteers should be provided equal duty of care as extended to all host entity personnel. Host entity
support to the UN Volunteer includes, but is not limited to:

- Introductory briefings about the organisation and office-related context including security, emergency procedures, good cultural practice and orientation to the local environment;

- Support with arrival administration including setting-up of bank accounts, residence permit applications and completion of other official processes as required by the host government or host entity;

- Structured guidance, mentoring and coaching by a supervisor including a clear workplan and performance appraisal;

- Access to office space, equipment, IT support and any other systems and tools required to complete the objectives of the assignment including a host entity email address;

- Access to shared host entity corporate knowledge, training and learning;

- Inclusion of the volunteer in emergency procedures such as evacuations;

- Leave management;

- DSA for official travel, when applicable;

- All changes in the Description of Assignment occurring between recruitment and arrival or during the assignment need to be formalized with the United Nations Volunteer Programme.

Código de aplicación: LBYR000042-6370

Procedimiento para la aplicación

* Not yet registered in the UNV Talent Pool?
Please first register your profile at https://vmam.unv.org/candidate/signup. Important: After creating your account, complete all sections of your profile and submit it. Then go to ‘My Page’ at https://vmam.unv.org/candidate/mypage and click on the ‘Special Calls’ hyperlink. Lastly, select the special call to which you would like to apply.

* Already registered in the UNV Talent Pool?
Please first update your profile at https://vmam.unv.org/candidate/profile. Then go to ‘My Page’ at https://vmam.unv.org/candidate/mypage and click on the ‘Special Calls’ hyperlink to select the special call to which you would like to apply.

Application deadline: 23 March 2020

doa.apply_url: https://vmam.unv.org//candidate/show-doa/TEJZUjAwMDA0Mg==
El programa de Voluntarios de las Naciones Unidas es un programa basado en la igualdad de oportunidades, que recibe gratamente aplicaciones por parte de profesionales cualificadas/os. Estamos comprometidos a lograr la diversidad en términos de género, nacionalidad y cultura.