The United Nations Volunteers (UNV) programme is the UN organization that promotes volunteerism to support peace and development worldwide. Volunteerism can transform the pace and nature of development and it benefits both society at large and the individual volunteer. UNV contributes to peace and development by advocating for volunteerism globally, encouraging partners to integrate volunteerism into development programming, and mobilizing volunteers. In most cultures, volunteerism is deeply embedded in long-established, ancient traditions of sharing and support within the communities. In this context, UN Volunteers take part in various forms of volunteerism and play a role in development and peace together with co-workers, host agencies and local communities. In all assignments, UN Volunteers promote volunteerism through their action and conduct. Engaging in volunteer activity can effectively and positively enrich their understanding of local and social realities, as well as create a bridge between themselves and the people in their host community. This will make the time they spend as UN Volunteers even more rewarding and productive.

General Information

<table>
<thead>
<tr>
<th>Country of Assignment</th>
<th>Nepal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host Institute</td>
<td>United Nations Children's Fund</td>
</tr>
<tr>
<td>Volunteer Category</td>
<td>National Specialist</td>
</tr>
<tr>
<td>Number of Volunteer</td>
<td>1</td>
</tr>
<tr>
<td>Duration</td>
<td>24 months</td>
</tr>
<tr>
<td>Expected Starting Date</td>
<td>Immediate</td>
</tr>
<tr>
<td>Duty Station</td>
<td>Kathmandu [NPL]</td>
</tr>
<tr>
<td>Assignment Place</td>
<td>Family Duty Station</td>
</tr>
<tr>
<td>Assignment Place Remark</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Living Conditions

As this is a national UN Volunteer assignment, the UN Volunteer will be responsible for arranging his/her own housing and other living essentials. National UN Volunteers are part of the malicious insurance plan.

Assignment Details

<table>
<thead>
<tr>
<th>Assignment Title</th>
<th>UNV Social Media and Community Management Associate</th>
</tr>
</thead>
</table>

Organizational Context & Project Description

We are inspiration in action

The United Nations Volunteers (UNV) programme is administered by the United Nations Development Programme (UNDP).
UNICEF’s Regional Office for South Asia (ROSA), through effective support to country offices and strategic engagement with partners, contributes to winning support for the cause of children from decision makers and the wider public particularly on key priority issues in South Asia. This includes providing technical assistance, capacity building and coordination to enhance digital advocacy in the region.

In the past few years, UNICEF South Asia has achieved an unprecedented reach and engagement through its social media platforms with more than 2 million followers. Many of our audiences not only seek information but are willing to have important conversations on crucial issues concerning children’s wellbeing and rights. This position will support ROSA’s strategic focus to ensure greater understanding, participation and meaningful engagement with our online audiences through the development of high-quality content, research, community moderation and knowledge management.

**Sustainable Development Goals**

10. Reduced Inequalities

**Task description**

Within the delegated authority and under the supervision of Regional Chief of Communication or his/her designated mandated representative(s), the UNV Social Media and Community Management Associate will:

**Community Engagement:**

Support the communication section to:

- Coordinate, monitor, and manage direct communications on UNICEF South Asia’s Facebook, Twitter and Instagram channels.
- Help employ community management best practices to encourage online audiences to participate in social media discussions, increase their understanding of our work for children and guide their journey to other UNICEF-owned channels.
- Support the growth of UNICEF South Asia Twitter and Instagram channels through list building and monitoring performance.
- Monitor current events, public opinion and press, identify issues and trends, and advise on appropriate digital media response.
- Work with programme sections and partners to map political, government, social media and corporate influencers in South Asian countries in order to ensure targeted communications and have a greater impact for children.

**Research, reporting and knowledge management:**

- Monitor the internal and external information landscape on the COVID-19 virus, vaccines and COVAX facility.
- Support the communications section to monitor the information landscape in other key programmatic areas.
- Manage the internal regional misinformation SharePoint resource site.
- Support the communications sections to update information and key messages.
- Ensure the availability of training opportunities, resources and knowledge management on tackling misinformation and promoting vaccine confidence at country level.
- Support the Communications and Communication for Development (C4D) Sections to monitor and respond to misinformation in the region.
- Research youth social media trends (with a focus on Instagram and TikTok) and make recommendations on related UNICEF content.
- Support the development of the regional communications newsletter.

**Content production:**

- Conceptualize and create engaging content for social media (copy, visuals, photo essays).
- Pitch new approaches and angles for content.
- Develop high-quality creative work, provide quality control over concepts and projects, contribute creative solutions and innovations that strengthen the UNICEF brand in the region.
- Assist the communication section with additional tasks as required.

Furthermore, UN Volunteers are encouraged to integrate the UN Volunteers programme mandate within their assignment and promote voluntary action through engagement with communities in the course of their work. As such, UN Volunteers should dedicate a part of their working time to some of the following suggested activities:

- Strengthen their knowledge and understanding of the concept of volunteerism by reading relevant UNV and external publications and take active part in UNV activities (for instance in events that mark International Volunteer Day);
- Be acquainted with and build on traditional and/or local forms of volunteerism in the host country;
- Provide annual and end of assignment self-reports on UN Volunteer actions, results and opportunities.
Contribute articles/write-ups on field experiences and submit them for UNV publications/websites, newsletters, press releases, etc.;
Assist with the UNV Buddy Programme for newly-arrived UN Volunteers;
Promote or advise local groups in the use of online volunteering or encourage relevant local individuals and organizations to use the UNV Online Volunteering service whenever technically possible.

Furthermore, UN Volunteers are required to:
- Strengthen their knowledge and understanding of the concept of volunteerism by reading relevant UNV and external publications and take active part in UNV activities (for instance in events that mark International Volunteer Day);
- Be acquainted with and build on traditional and/or local forms of volunteerism in the host country;
- Provide annual and end of assignment reports on UN Volunteer actions, results and opportunities using UNV’s Volunteer Reporting Application;
- Contribute articles/write-ups on field experiences and submit them for UNV publications/websites, newsletters, press releases, etc.;
- Assist with the UNV Buddy Programme for newly-arrived UN Volunteers;
- Promote or advise local groups in the use of online volunteering, or encourage relevant local individuals and organizations to use the UNV Online Volunteering service whenever technically possible.

Results/Expected Outputs

As an active UNICEF team member, efficient, timely, responsive, and high-quality support rendered to UNICEF South Asia is expected in the accomplishment of her/his functions, including:

- High-quality, engaging social media content is regularly submitted to the supervisor
- An online community actively engaged in favor of children’s rights is created through daily community management
- Research and recommendations that increase engagement with target audiences are regularly developed and used to strengthen engagement
- Best practices are documented and provided to country offices in support of vaccine-related communications.
- 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

The development of capacity through coaching, mentoring and formal on-the-job training, when working with (including supervising) national staff or (non-) governmental counterpart 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

Qualifications/Requirements

<table>
<thead>
<tr>
<th>Required Degree Level</th>
<th>Master degree or equivalent</th>
</tr>
</thead>
</table>

**Education - Additional Comments**

Required Education Level: Master’s degree

Required Experience: 2 years

1. **Education, qualifications, skills, experience, areas of expertise:**

- Masters or Bachelor’s degree in multimedia, communication, journalism, creative writing, politics, social science or a similar discipline.
- Ability to write clearly, succinctly and for varying audiences.
- At least two years with Masters degree or four years with Bachelor’s degree professional work experience in the area of digital and social media communications.
- Experience managing/moderating social media channels or online communities.
- Experience creating a range of different content for social media.
- An eye for clean, simple, and compelling visual design.
- Excellent IT skills, especially with design and photo-editing software (knowledge of Photoshop is desirable)

The United Nations Volunteers (UNV) programme is administered by the United Nations Development Programme (UNDP).
- Experience using social media metrics to assess digital performance.
- Accuracy and professionalism in the production and editing of documents and reports.
- Experience in monitoring and responding to misinformation on social media is an asset.
- Strong research skills.
- Knowledge of and interest in South Asia news and digital landscapes is an asset.
- Creative, enthusiastic, solutions-orientated.
- Previous work experience with UNICEF or other UN agencies is desirable.
- Excellent oral and written English language skills.
- Ability to work and adapt professionally and effectively in a challenging and multicultural environment.
- Ability to respond to short deadlines and demonstrate a quick turn-around and execution of creative work.
- Self-motivated, ability to work with minimum supervision; ability to work with tight deadlines;
- Have affinity with or interest in child rights, volunteerism as a mechanism for durable development, and the UN System.

**Required experience** 24 months

**Experience Remark**

**Required Education Level:** Master's degree

**Required Experience:** 2 years

1. **Education, qualifications, skills, experience, areas of expertise:**
   - Masters or Bachelor's degree in multimedia, communication, journalism, creative writing, politics, social science or a similar discipline.
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**Language**
- English (Mandatory), Level - Fluent

**Area of Expertise**
- Public information and reporting Mandatory
- Knowledge management, archiving and documentation Mandatory
- Web and graphic design Mandatory

**Area of Expertise Requirement**

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

23 Feb 2021 Page 4 of 7
Required Education Level: Master’s degree

Required Experience: 2 years

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Need Driving Licence

No

Competencies & Values

- Adaptability and Flexibility
- Commitment and Motivation
- Commitment to Continuous Learning
- Communication
- Ethics and Values
- Integrity
- Professionalism
- Working in Teams

Conditions of Service

Conditions of Service:

Click here to view Conditions of Service

The rapidly changing nature of novel coronavirus COVID-19 has placed significant and increasing restrictions on the freedom of movement of people, even within countries. Such restrictions may affect the ability national UN Volunteers to begin their assignments at their assigned duty station or limit the ability to enter UN premises. Thus, UNV cannot guarantee assignments will proceed as normal.

Candidates for national UN Volunteer assignments requiring travel to the duty station may be exceptionally granted during this period alternative working arrangements to work from their place of recruitment until restrictions are lifted. Candidates for national UN Volunteer assignments may also need to begin their assignments remotely in cases where access to UN premises is restricted. These are decisions at the discretion of the host entity. Candidates proceeding to interview are recommended to discuss travel requirements, any restrictions, and possible alternative arrangements with the host entity. If selected, candidates should carefully consider the circumstances before accepting UNV’s offer.

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.

Travel to duty station (if applicable) and a Settling-In-Grant will be provided in the event the duty station is not within commuting distance from the place of recruitment. The applicable Volunteer Living Allowance is provided monthly to cover housing, utilities and normal cost of living expenses. Life, health and permanent disability insurance are included (health insurance for up to 3 dependents), as well as final repatriation (if applicable) and resettlement allowance for satisfactory service.

Furthermore, in non-family duty stations that belong to hardship categories D or E, as classified by the ICSC, a Well-Being Differential (WBD) on a monthly basis will be provided.

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

Supervision, induction and duty of care of UN Volunteers (Roles and Responsibilities of Host Entities)

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 and official processes;
- 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;
- Any necessary security measures, ensuring that UN Volunteers are covered by the United Nations Security Management System.
(UNSMS) in line with the UNDSS Security Policy Manual;

- 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.

- Investigate misconduct: sharing reports with the UNV;

- Provide emergency assistance, e.g. the death of volunteer or medical evacuation, in collaboration with UNV. Accept letters of guarantees or potential liabilities for covering medical costs not claimable under medical insurance in extraordinary situations (e.g. isolation facilities’ services during pandemics).

**Application Code**

NPLR000172-8874

**Application procedure**

* 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.

This is a national UN Volunteer assignment, therefore only nationals of (the Programme Country) and legal residents in (the Programme Country or territory) with the status of refugee or with the status of being stateless are eligible to apply.

**Application deadline:** 07-03-2021.

**doa.apply_url**

https://vmam.unv.org//candidate/show-doa/TlBMUjAwMDE3Mg==

**Disclaimer**

United Nations Volunteers is an equal opportunity programme which welcomes applications from qualified professionals. We are committed to achieving diversity in terms of gender, nationality and culture.