


Vacancy announcement		
UN JPO Programme		
JPO in Public Information		
<i>Junior Professional Officer (JPO), Office for the Coordination of Humanitarian Affairs (OCHA)/ Public Advocacy and Campaigns Section (PACS)/ Strategic Communications Branch (SCB)</i>		<b>Closing date</b> <b>11 April 2022</b> <b>6 pm EST</b>
<b><u>Vacancy Announcement # 20P132</u></b>		
<b>I General information</b>		
<b>Title:</b>	JPO in Public Information	
<b>Sector of Assignment:</b>	Public Information, Digital Fundraising	
<b>Country:</b>	The Netherlands	
<b>Location (City):</b>	The Hague	
<b>Agency:</b>	United Nations Secretariat / Office for the Coordination of Humanitarian Affairs (OCHA)/ Public Advocacy and Campaigns Section (PACS)/ Strategic Communications Branch (SCB)	
<b>Duration of Assignment:</b>	Initially one year with the possibility to extend up to 3 years	
<b>Grade:</b>	P2 step 1 in the first year	
<b>Note:</b> This post is opened in the context of the Junior Professional Officer (JPO) scheme sponsored by the Government of the Netherlands and is addressed exclusively to <b><u>NATIONALS OF A DEVELOPING COUNTRY THAT APPEARS ON THE LIST OF THE FOLLOWING ELIGIBLE COUNTRIES FOR THE DUTCH JPO PROGRAMME:</u></b>		
<a href="http://www.nedworcfoundation.nl/pdf/List%20of%20eligible%20countries%20%20November%202018.pdf">http://www.nedworcfoundation.nl/pdf/List%20of%20eligible%20countries%20%20November%202018.pdf</a>		
For general information on the Dutch JPO Programme please visit the website of the Nedworc Foundation: <a href="https://nedworcfoundation.nl/junior-professional-officers-programme/">https://nedworcfoundation.nl/junior-professional-officers-programme/</a>		
<b>II Duties, responsibilities and Output Expectations</b>		
The JPO will support the Office for the Coordination of Humanitarian Affairs (OCHA), specifically the Strategic Communications Branch (SCB). In this position, the JPO will directly support the office in its efforts in the fields of digital content and support digital fundraising. The JPO thus contributes overall to better responding to current humanitarian emergencies and humanitarian crises.		

Under the guidance and supervision of the Section Chief for the Public Advocacy and Campaigns Section (PACS), the JPO will:

### **Public Fundraising**

- Work closely with internal colleagues to implement a global digital fundraising recruitment strategy across owned and earned channels.
- Ensure that all key target markets globally receive a highly optimised experience to the point of transaction and a seamless progression into stewardship and further cultivation
- Continually test and iterate recruitment and engagement (that leads to conversion) tactics via owned and earned channels to maximise engagement and revenue
- Ensure that all KPIs are measured and regularly reviewed to enhance performance
- Working with the communications team to ensure all owned and earned recruitment materials are on brand and of the highest quality
- Create and implement owned and earned media plans to support on emergency and non-emergency campaigns
- Provide regular real-time status reports on performance of owned and earned media and suggest ways to maximise returns
- Manage and implement content marketing and other owned and earned digital supporter recruitment opportunities
- Liaise and work with graphic designers and agencies as needed, to produce visuals, and infographics for digital fundraising campaigns.
- Plan, execute and measure experiments (ad creative optimization, A/B testing, conversion tests)
- Analyse the effectiveness of owned and earned organic reach for all activity
- Measure and report campaign performance against goals (ROI and KPIs)
- Keep on top of all rapidly changing owned and earned supporter recruitment techniques and advise on new opportunities

### **Digital media team**

- Strengthen global practice of digital communications and advise staff at global, regional and local levels on standards and best practices for OCHA digital communications, including social media strategy and content development;
- Provide trainings (both virtual and in-person) and assets to teach skills, impart knowledge and inform on guidelines for effective digital communications especially through social media;
- Build capacity of digital communications at all levels through knowledge sharing;
- Support OCHA's communications community of practice in digital media and have regular calls with staff in country offices, ensure all strategies and guidance are available on the team share drive;
- Continually stay informed on latest social media technologies and practices to ensure effectiveness of OCHA's digital communication network.

- Develop, implement and evaluate social media plans for major communication projects and campaigns.
- Help develop and implement informed, cross-platform social media and digital marketing strategies and support management to make informed decisions regarding digital strategy.
- Monitor and moderate social media channels, flagging risk and opportunities to deepen engagement.
- Seek opportunities and partnerships to promote OCHA and its priorities through social media.
- Regularly come up with ideas for engaging social media content and campaigns, working with relevant colleagues to assess feasibility and create.
- Actively participate in editorial meetings, helping guide digital editorial processes.
- Keep track of efforts and activities of other UN agencies, nonprofits and competitors.
- Coordinate social media projects and campaigns as required, working closely with relevant communications colleagues, other teams, and offices worldwide to develop joint digital initiatives.
- Cover other digital duties when staff are on leave/assignment.
- Upload social media content as needed to internal content sharing platforms.
- Other duties as required.

### **III Training component: Learning elements and expectations**

On completion of the assignment, the JPO will have experience in implementing global digital campaigns on humanitarian issues in more than 35 offices around the world; have contributed to implementing a new digital strategy and vision across the organization; and have worked with creative agencies on digital fundraising, marketing and humanitarian advocacy.

### **IV Supervision**

**Title of Supervisor:**

Section Chief, Public Advocacy and Campaigns/SCB

**Content and methodology of supervision:**

**Establishment of a Work Plan:** During the first month of the assignment, the Junior Professional Officer (JPO) will work jointly with his/her direct supervisor to finalize an agreed upon work plan. The final work plan will be discussed and mutually agreed to by the JPO and his/her supervisor.

**Evaluation:** The United Nations Performance Evaluation System (e-performance) will serve as a primary platform to evaluate of the JPO's performance.

### **V Required Qualifications and Experience**

**Education:**

Advanced university degree in (Master's degree or equivalent) in communication, marketing, journalism, international relations or related area. A first-level university degree in combination with

two additional years of qualifying experience may be accepted in lieu of the advanced university degree.

Part of the candidates' academic training must have taken place in a developing country that appears on the following list of eligible countries of the Dutch JPO Programme.

<http://www.nedworcfoundation.nl/pdf/List%20of%20eligible%20countries%20%20November%202018.pdf>

**Working experience (incl. internships[50%] and volunteering [50%]):**

A minimum of two years and a maximum of 4 years of progressively responsible experience in social media, public information, international relations or related areas.

**Other skills:**

Experience in production of visual content for web platforms and designing original graphics including GIFs. Proficiency with Google Analytics, Facebook Business Manager / Power Editor, AdWords, Excel, Powerpoint, Basecamp.

**Languages:**

English and French are the working languages of the United Nations Secretariat. For the post advertised, fluency in written and spoken English is required. Knowledge of French and/or Arabic is desirable.

**UN competencies:**

**PROFESSIONALISM:** Shows pride in work and in achievements; Demonstrates professional competence and mastery of subject matter; Is conscientious and efficient in meeting commitments, observing deadlines and achieving results; Is motivated by professional rather than personal concerns; Shows persistence when faced with difficult problems or challenges; Remains calm in stressful situations

**COMMUNICATION:** Speaks and writes clearly and effectively; Listens to others, correctly interprets messages from others and responds appropriately; Asks questions to clarify, and exhibits interest in having two-way communication; Tailors language, tone, style and format to match the audience; Demonstrates openness in sharing information and keeping people informed.

**TEAMWORK:** Works collaboratively with colleagues to achieve organizational goals; Solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; Places team agenda before personal agenda; Supports and acts in accordance with final group decision, even when such decisions may not entirely reflect own position; Shares credit for team accomplishments and accepts joint responsibility for team shortcomings.

**CREATIVITY:** Actively seeks to improve programmes or services; Offers new and different options to solve problems or meet client needs; Promotes and persuades others to consider new ideas; Takes calculated risks on new and unusual ideas; thinks "outside the box"; Takes an interest in new ideas and new ways of doing things; Is not bound by current thinking or traditional approaches

**Workforce Diversity**

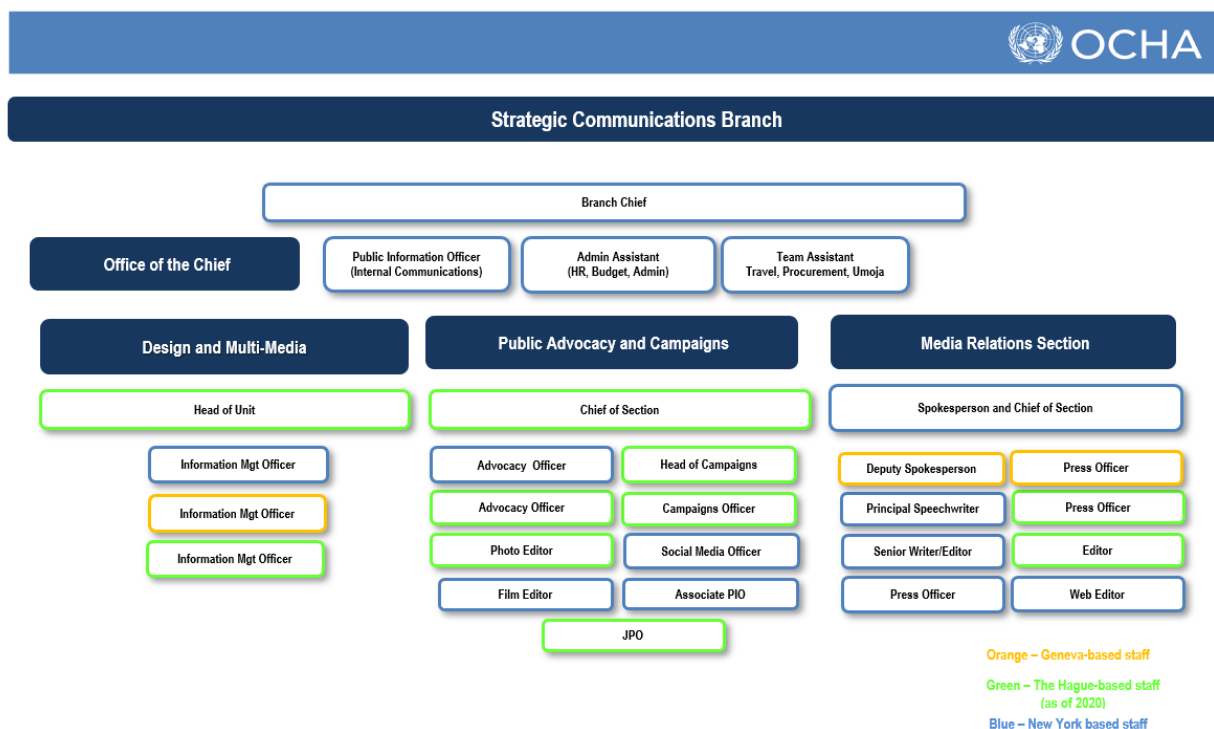
The United Nations believes that an inclusive culture attracts the best talent and encourages all

qualified applicants, regardless of gender, disability, sexual orientation, cultural or religious backgrounds, to apply.

## VI Background information on Agency/Department/Section

This position is in the Office for the Coordination of Humanitarian Affairs (OCHA), which is the part of the United Nations Secretariat responsible for bringing together humanitarian actors to ensure a coherent response to emergencies. OCHA coordinates the global emergency response to save lives and protect people in humanitarian crises. It advocates for effective and principled humanitarian action by all, for all. The Strategic Communications Branch (SCB) is OCHA's communications and public advocacy team supporting headquarters and field operations in public outreach on humanitarian action. The Branch oversees senior leadership public advocacy and media, including the global spokesperson function, messaging and speeches, and social media. Within the Branch, the Public Advocacy and Campaigns Section coordinates communications with humanitarian partners and brokers new partnerships for innovative advocacy opportunities. It develops campaigns for resource mobilization and humanitarian crises, as well as public fundraising, social media and analytics, and marketing OCHA. This position is part of the Digital and Campaigns Unit, which is currently a team of four. The position will be based in the Hague and will provide direct support to OCHA field offices on digital content and support digital fundraising.

### Organigramme:



## VII How to apply

Applicants should submit their application electronically directly to the Organization.

Candidates who would like to apply should do so **online** via

<https://owa.undesa.it/oas/oas.aspx?CMD=START&CP=7>

Applications must be received no later than **11 April 2022, 6.00 pm (Eastern Time UTC-5, New York USA)**. Applications received after this date will not be considered. Applicants will receive a confirmation of receipt.

**Only short-listed candidates will be contacted thereafter.**