

DESCRIPTION OF ASSIGNMENT

Preamble:

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.

1. Type of Assignment: International UN Volunteer

2. Type of Assignment Place: Assignment without family.

3. Assignment Title: Social Media Specialist

4. Link with UNV Strategic Framework: Choose an item.

1. 5. Duty Station, Country: Nairobi, Kenya

6. Duration (in months): 7 months

7. Expected Starting Date: June 2018

8. Host Agency/Host Institute: UNEP/Communication Division

9. Organizational Context/Project: The United Nations Environment Programme (UNEP) is the leading global environmental authority that sets the global environmental agenda, promotes the coherent implementation of the environmental dimension of sustainable development within the United Nations system and serves as an authoritative advocate for the global environment. UNEP's Communication Division communicates the organization's core messages to all stakeholders and partners, raising environmental awareness and enhancing the profile of UNEP worldwide. This post is located in UNEP/Communication Division at the Nairobi duty station and reports to the Head, Social Media, Digital Strategy unit and under the overall supervision of the Director.

10. Description of tasks:

Under the direct supervision of Head - Social Media, Digital Strategy unit, the International UN Volunteer will undertake the following tasks:

- Social media content creation, dissemination and maintenance;
- Reach and engagement growth management including in UN languages;
- Implementing social media strategies for the organization, including for special events, conferences and campaigns;
- Write, select, edit, post, update and maintain UNEP's content on social networking platforms;
- Conceptualizing new ways for UNEP to engage in social networks;
- Develop infographics / factographs and other visual social media content;
- Identify interesting content from UNEP websites, twitter lists, social media accounts, media clippings, news sources and prepare draft messages;
- Monitor social media accounts for questions, mentions, retweets, shares, lists. etc.
- Engage with fans on UNEP pages and channels;
- Actively expand the network of followers;
- Support live tweeting, twitter chats, news center based, and other social media activities;
- Respond to any content management issues that arise in the daily performance of the responsibilities of the post;
- Prepare weekly/ monthly updates on campaigns, VIP followers (influencers/celebrities) etc.
- Prepare comprehensive weekly and monthly reports that include detailed statistics and analytics on UNEP's social media activity including audiences, reach, tweets, impressions, engagement etc.
- Perform other duties as assigned.

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;
- Reflect on the type and quality of voluntary action that they are undertaking, including participation in ongoing reflection activities;
- 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 University 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.

11. Results/Expected Outputs:

- Regularly updated social media platforms;
- UNEP's content on social networking platforms written, edited, posted, monitored and maintained;
- Social media packs for key launches, events, publications etc. developed and disseminated;
- Supported live tweeting, twitter chats, news centre based, and other social media activities;

- Monitored social media activity and provided detailed statistical reports on a regular basis
- Supported www.unep.org websites
- Successfully implemented tasks assigned by Supervisors and Division
- 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 development during the assignment, such as reporting on the number of volunteers mobilized, activities participated in and capacities developed.

12. Qualifications/Requirements (including competencies, values and skills):

- Bachelor's degree in Digital, New and Social media, Information Technology, Journalism or related area;
- Minimum of 3 years working experience;
- Expertise working with the major social networking platforms (Facebook, YouTube, Twitter, Blogger, Orkut, LinkedIn, MySpace, ScribD, RenRen, etc.);
- Programming capability where appropriate to develop applications for these platforms;
- Design capacity for developing pages on these platforms;
- Knowledge and experience using social media monitoring and analytics tools such as HootSuite, TweetReach, Facebook Insights, Meltwater, SumAll, etc.
- Excellent communications skills, both oral and written;
- Knowledge of French and other languages an asset, in the area of environment or related field of which one should be at the international level preferably in the United Nations.

13. Living Conditions:

Availability, quantity and rental arrangements of accommodations at the work-site, for the UNV and family:
- Housing available on demand.

Health conditions in area of work-site, access to basic commodities, safe drinking water, sanitation and medical facilities: - Conducive conditions and readily available access to commodities, safe drinking water, sanitation and medical facilities.

Availability to basic goods and services, and to markets at the place of assignment :- Readily available access

Availability to public transport, telecommunication and banking services :- Readily available access

Quality and cost of the existing educational facilities (primary and secondary) for dependents available in the specific place of assignment, or those closest to this area :- Reasonable and modest, Language of instruction – English

Socio-economic and cultural background of the immediate society the UNV would be living and working in (main economic activities, religious groups, special customs and events etc):- National and International community of diverse backgrounds.

Prevailing security conditions at the place of assignment: - Modest security.

Topographic and climatic features of the assignment location: - Highland cool and warm tropical climate.

14. Conditions of Service International UN University Volunteer

The duration of your assignment is seven months.

A volunteer receives a Volunteer Living Allowance (VLA) per month and 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\$952. The VLA base rate is a global rate, while the PAM is country-specific and fluctuates on a monthly basis according to the cost of living. This method ensures that international UN University 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 example, if the PAM for the current month is 54.6%, then the VLA for that month will be $US\$943 \times 1.546 = \1458 .

Furthermore, UN University 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 also 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 University Volunteers are paid Daily Subsistence Allowance at the UN rate for official travels, flight tickets for the final repatriation travel (if applicable).

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

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.