

Consultancy assignment UNICEF South Sudan Country Office:

The United Nations Children's Fund (UNICEF), South Sudan Country Office, is seeking to hire a qualified consultant to provide technical assistance in the area of Social Media in South Sudan. The consultant will support the External Communication to create a comprehensive document/ photo depository and to expand the use of social media tools and platforms, such as Face Book, Twitter, and UNICEF South Sudan Website.

Duty station: Juba

Reporting to: External Communications Officer

Duration of Contract: 4 Months.

Fees Level: Corresponding to GS-6

Main Duties and Responsibilities:

Technical oversight and coordination of UNICEF South Sudan T4D initiatives

The T4D coordinator will work closely with programme colleagues, including the Section Focal Points, Donor specialist, IT section and CD4 Specialist at the South Sudan CO, and local and international developers, to ensure that partner relationships are forged and maintained, programmatic goals are met in a timely manner and mechanisms for sustainability developed and addressed.

Specific responsibilities include;

- Develop and implement UNICEF SSCO strategic approach to social media; In collaboration with colleagues, draft a Social Media Strategy including clear workplan for year 2013.
- Research on the usage of social media by NGOs/CSOs and other agencies/groups in South Sudan, especially those who target South Sudanese youth and diaspora community in particular, in view to leverage these actors' pages and platforms within the strategy.
- Based on the workplan, expand UNICEF SSCO social media platforms such as Twitter, Facebook, YouTube by posting messages, photos, videos and Human Interest Stories, either routinely, ad hoc base or in line with a meeting, visit, event or campaign.
- Explore new social media tools such as Tumblr and Pininterest.
- Document work flow and process related to social media, website management and posting.
- Post contents (press release, Human interest stories and other updates) on SSCO website through Reddot.
- Gather, initiate, edit and develop contents (stories, photos and audio visual material) to be posted on the social media platforms and SSCO Website.
- Edit Human Interest Stories and create HIS/ other story depository for easy reference.
- Maintain photo and video depository for efficient reference.
- Ensure the increased mention on Donor funding through visibility materials.
- Create photo essays for uploading on social media.
- Organize sessions for UNICEF SSCO staff members on the use of social media.
- Set up monitoring tools to assess traffic generated to UNICEF SSCO social media platforms and make analysis to document good practices.

- Provide monthly reports indicating traffic of the social media tools on the amount and quality of content being created, and provide recommendations to improve the on-line presence.
- Keep track of initiatives at Field offices, other UN agencies, NGO's, partners and donors that may be relevant to our work.

Deliverables:

- Social media strategy, workflow and workplan for 2013 produced.
- Analytical information of other organizations active in Social media targeting youth made available.
- Comprehensive Photo and video depository.
- Library of edited Human Interest Stories and other stories ready to be uploaded through social media.
- At least 2 photo essays on specific topics made.
- Contents for social media platforms gathered, written and edited on daily basis.
- Daily posts on the social media platforms.
- Posts made on the donor funding and its activities undertaken.
- At least one social media orientation / training session organized for Juba, Zonal offices/ field office staffs.
- A set of tools for monitoring the social media access/ traffic documented.
- Monthly reports based on the social media access/traffic, in form of numbers, graphs and simple analysis.
- Final report on the strategy, recommendation and the way forward including the instructions for effective use of the photo/video/story depositories produced.

Minimum Qualifications and Experience:

- Diploma in Communication, Journalism, Public Relations, International Studies, Social Sciences or equivalent professional work experience in the social media, knowledge management, communication or IT area.
- Desirable three years of relevant professional work experience.

Competencies required:

- Proven knowledge and experience in using social media tool and internet for development of messaging.
- Fluency in English and Knowledge of local language, especially simple Juba-Arabic is an asset.
- Experience in photo cataloging desirable.
- Ability to work in a multicultural environment.
- High ethical standards and understanding of sensitivities relating to child related issues and working in a political sensitive environment.
- Strong commitment to advancing the rights of women and children.

Submission of Applications:

Applications will be considered only if accompanied by an updated CV and completed [United Nations Personal History \(P-11\) form](#), as well as the two most recent performance appraisals or performance evaluation reports to: UNICEF South Sudan Country Office, Human Resources Unit via email: jubavacancies@unicef.org

A blank UN Personal History Form (P11) in MS Word format is attached. All applications are treated with strict confidentiality.

The deadline for receipt of applications is **15th February 2013**.

UNICEF is a smoke-free environment.

UNICEF is committed to diversity and inclusion within its workforce, and encourages qualified female and male candidates from all national, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of our organization.

Submission of Applications:

Applications from qualified South Sudanese nationals, accompanied by updated CV in English and a completed United Nations Personal History Form – P 11, (**which can be downloaded from our website at www.unicef.org/employ**) should be sent to the address below by on or before **Friday 15th February 2013**.

Send application to: **Human Resources Officer**
UNICEF South Sudan Country Office, Juba OR
Preferably: Email: jubavacancies@unicef.org.