



A Career Opportunity

At UNICEF, we work tirelessly to ensure children survive, wherever children's lives are at risk. As part of the UN, we are active in more countries and have saved more children's lives than any other humanitarian organization.

By embarking on an ambitious campaign, we will reach every child, even those in the most remote and hard-to-reach places with the essentials that every child and every family needs to survive. Because no child is too far.

Consider joining us as our:

Communications Specialist (Digital Media)

(Permanent, Full-time, based in Toronto)

Reporting to the Director, Communications and Brand, the Communication Specialist (Digital Media) is responsible for developing and executing social media relations and strategies to strengthen UNICEF's reputation as the world's leading child-focused humanitarian and development agency and to advance the organization's business objectives and brand.

This position leads the organization's Canadian social media relations to build a strong supporter base through digital channels engaging the public on issues relevant to UNICEF's brand, develops and manages strong, constructive relationships with bloggers and influencers and serves as the primary contact point for these digital audiences.

The responsibilities of the position will include:

Social Media Engagement (80%)

- Develop the overall social media strategy to support the organizational objectives.
- Responsible for the overall strategy execution for social media.
- Use in-depth knowledge and understanding of Social Media platforms (Facebook, Twitter, YouTube, Instagram, Pinterest, LinkedIn, etc.) and how users engage with each to deliver best-in-class experiences.
- Create, curate and coordinate all content (photos, videos and text) for posting to social media.
- Execute all social media activities (i.e. tweeting, posting, sharing, engaging, increasing reach).
- Responsible for creating short videos for sharing on social media.
- Write, curate and publish blogs for unicef.ca
- Working with internal stakeholders, create social media campaigns and support to meet objectives including brand positioning, media coverage, lead generation, supporter engagement, revenue generation and advocacy.

- Knowledgeable of principles of SEO including keyword research and implements Social Media SEO tactics.
- Proactively introduce new ideas and initiatives while staying current on emerging trends.
- Build relationships with UNICEF Canada audiences through conversation and active listening.
- Cultivate and steward relationships with bloggers, influencers, partners and ambassadors as appropriate to increase digital reach and influence.
- Set key performance indicators, monitor effective benchmarks for measurement of social media efforts. Analyze, review and report on effectiveness of campaigns to maximize results and make recommendations for future campaigns.
- Work with social media tools, i.e. HootSuite (or similar), Google Analytics, etc.
- Monitor social networks for potential risks or opportunities.

Communications Support (20%)

- Write materials to support the communications and marketing team, including, but not limited to, website content, blogs, op eds, donor reports, press materials and donor emails.
- Provide support to UNICEF's media relations outreach, as needed, for various activities, report launches, events and emergencies.

The ideal candidate will have:

- A post-secondary education in communications, journalism, new media or related field and/or equivalent combination of education and experience.
- A minimum of five (5) years of progressive digital communications experience in a complex environment.
- Strong project management, analytical and organizational skills.
- Exceptional oral and written communications skills with attention to details, including editing skills.
- Demonstrated success executing and measuring successful earned social media campaigns.
- Expert knowledge and usage of social media platforms and monitoring tools.
- Strong organizational skills and attention to detail.
- Working knowledge of basic video editing.
- The ability to think and operate both strategically and tactically.
- Demonstrated experience handling complex and controversial social issues via social media channels.
- Demonstrated experience working collaboratively with cross-functional groups to achieve desired outcomes.
- The ability to work independently with minimal supervision to accomplish high-profile tasks and to meet multiple and concurrent deadlines.
- Experience in child rights, international development and humanitarian work (an asset).
- English/French bilingualism (preferred).



For consideration, please submit your resume and cover letter to careers@unicef.ca by **October 1, 2016**. Please attach your cover letter (including salary expectations) and resume as one document and reference “**Communications Specialist (Digital Media)**” clearly in the subject heading.

UNICEF Canada sincerely thanks all applicants for their expressed interest in this opportunity, however, only those selected for an interview will be contacted.

Consistent with our Child Protection Policy, the successful candidate must receive clearance by a police background check, including a vulnerable sector screen.

UNICEF Canada is an inclusive workplace and is committed to championing accessibility, diversity and equal opportunity. Requests for accommodation can be made at any stage of the recruitment process providing the applicant has met the requirements for the position.



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