

Vacancy Announcement

Communication/PI Associate - Digital communication
Temporary Assignment, 6 months (G6 level)

UNHCR Northern Europe office, Stockholm

The Communication/PI Associate is based at the UNHCR Regional Representation for Northern Europe (RRNE), covering the eight countries Denmark, Estonia, Finland, Iceland, Latvia, Lithuania, Norway and Sweden.

RRNE pursues to maintain and increase the asylum space, obtain more financial and political support for UNHCR's global/regional activities, increase UNHCR's branding and visibility in the region and to improve UNHCR's outreach through strategic partnerships. Media is one the UNHCR's key partners in raising awareness and for advocacy, therefore RRNE's objective is to consolidate existing and to create new relationships with main media outlets and key journalists to improve UNHCR's outreach and visibility in the region.

The Communication/PI Associate will support RRNE communication work through drafting and sending press releases; monitoring regional media and preparing updates; pitching stories and responding to media queries; and organising and undertaking media interviews. The Communication/PI Associate will also assist in developing strategic relationships with key journalists through organising briefings and training activities for the media. This requires excellent communication and interpersonal skills, relevant studies in journalism/communications as well as experience in successful implementation of media advocacy strategies. Knowledge of political context is of merit, as is any understanding of the humanitarian / refugee field.

To date, RRNE communicates with its audiences through its regional website and Twitter. The RRNE website provides visibility to UNHCR's global/regional activities and provides UNHCR's views and news mainly in English but also in eight local languages. The Communication/PI Associate will produce local content for the website as well as drafting and tweeting in line with RRNE communication strategies and priorities. This requires good knowledge and meaningful experience on the strategic use of web and social media as well as for content creation. A strategic view of how to isolate audiences into specific channels and build audience engagement is also mandatory, as is the ability to craft and pitch messages to a varied set of stakeholders with diverse media consumption habits.

The role involves a significant knowledge of content management systems and basic HTML, information management and coordination of inputs into a final digital output. In addition, strong monitoring and evaluation skills are required to adapt outputs to fit a changing climate. Ideally, candidates would have awareness of best practices in search engine optimization, data analytics and are able to interpret and report on the performance of our digital channels.

RRNE implements global and local communications campaigns in the region to raise awareness, advocate for strategic priorities, support resource mobilization and increase the brand awareness. Communication/PI Associate will support in design and implementation of communication campaigns in the region.

Full proficiency in English, the main working language of the United Nations is essential. In addition, excellent language skills in one or more Baltic and/or Scandinavian languages is highly advantageous.

The incumbent will be working under the supervision of Senior Regional Strategic Advocacy and Communication Officer and in close coordination with other UNHCR staff and partners.

Preferred Starting date is June 5th if possible.

Qualifications

Education:

Post-secondary courses in Journalism, Communication, International Relations, Political or Social Science or other related fields.

Work experience:

Minimum 6 years of previous job experience relevant to the function. (The number of years of university education may be considered equal to the same number of years of work experience).

Languages:

Full proficiency in English is essential.

Fluency in Estonian, Lithuanian or Latvian is an asset but not required.

Desired skills:

- Excellent drafting and writing skills.
- Excellent communication and inter-personal skills.
- Experience in drafting and implementing media advocacy strategies.
- Excellent knowledge in design, management and use of websites and social media accounts
- Advanced computer skills.
- Basic knowledge of UNHCR's operations.

For more information and for information on how to apply for this temporary assignment, please contact Didzis Melbiksis melbiksi@unhcr.org or Caroline Bach bach@unhcr.org