Call for Expression of Interest

Post Title: Digital Platform Specialist  
Reference: UNWTO/HHR/CFE/06/AFMS/2020  
Duty Station: Madrid, Spain  
Start Date: As soon as possible  
Area/Type: I / 5B  
Department: Affiliate Members  
Duration: 12 months  
Contractual Status: Service Contract  
Deadline for Applications: 6 March 2020

DUTIES AND RESPONSIBILITIES

The World Tourism Organization (UNWTO) is the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism.

UNWTO is currently looking for a Digital Platform Specialist for its Affiliate Members Department (AMD). The Affiliate Members Department’s mission is to foster synergies among Affiliate Members and Member States, with the objective of contributing to the promotion of the United Nations Sustainable Development Goals. To fulfill its mission, AMD provides support to Affiliate Members for their collaboration with UNWTO and among them, through specific services and tools, among which is an Affiliate Members Platform (AMP), denominated AMConnected, dedicated exclusively to Affiliate Members.

Under the supervision of the Director, Affiliate Members, the incumbent performs the following duties:

1. Serves as administrator of the Affiliate Members Platform, sets up and manages user profiles and access permissions, acts as focal point for technical assistance and maintenance issues;

2. Manages and supervises the activity carried out by the Affiliate Members Department through the Affiliate Members Platform (AMP), namely: writes and posts content, up-to-date calendar of events, answers messages and inquiries received from affiliate members.

3. Provides general assistance and internal coordination in relation to AMP; distributes tasks, messages and communications among the members of the department, based on the input from affiliate members, and provides appropriate follow-up;

4. Writes contents for AMP, website, newsletters, press releases, publications etc.;

5. Generates proposals and content for the promotional campaigns of the Affiliate Membership carried out by AMD;

6. Designs and carries out periodic surveys among affiliate members through AMP;

7. Defines procedures and operates the Customer Relationship Management (CRM) system within the AMP, in close collaboration with other departments;

8. Analyses activity and communication flows between all stakeholders and contributes to optimize procedures, offering relevant advice; proposes improvement of procedures and tools in the field of communication with the affiliate members;

9. Measures and analyses the impact of different promotional campaigns carried out by AMD, both through AMP and social networks channels, and offers insight to the responsible members of the department; contributes to new ideas on amplifying actions to improve on the communication and CRM strategy;
10. Assists in the overall planning and organization of the activity of the department in relation to the communication with affiliate members through AMP, by drafting reports, work forecasts and other necessary information for in-house coordination purposes;

11. Performs other duties as required.

REQUIREMENTS

Academic
- Advanced university degree in the field of communication, online business, computer science or a field related to the activities of the department; an advanced university degree in another discipline may be accepted in lieu if it is pertinent to the requirements of the post and in combination with relevant professional experience.

Experience
- Minimum of five years of progressively responsible professional experience in digital network administration, on-line marketing, communication, digital media or a field related to the activities of the department;
- Experience in working on strategy development in an advisory position, focused on process improvement;
- Experience in content creation (social media/ blogging / internal communication material);
- Community manager skills;
- Experience in working with databases and/or CRM system at user-level.

Languages
- Fluency in English is essential
- Fluency in Spanish is a strong asset
- Good working knowledge of another of the official languages of the Organization (Arabic, French, or Russian) is an asset.

Computer Skills
- Computer literacy in Microsoft Office software and Windows 7;
- Experience with website content management preferred (Basic knowledge of Word Press and html will be a plus);
- Experience with graphics and other techniques to communicate complex information in multiple ways to a range of audiences required.

Other Skills and Competencies
- Excellent communication skills, both written and verbal;
- Ability to work harmoniously in an multicultural environment;
- Tact, discretion and respect for confidentiality;
- Excellent organization skills;
- Ability to analyze problems and react quickly in stressful situations;
- Previous experience in the United Nations or another international organization is an asset.

Remuneration and Other Conditions
- The monthly remuneration of the selected candidate would be EUR 2,200 EUR. The Service Contract holder will be affiliated to the UNWTO health insurance plan (co-shared scheme in conformity with the Organization’s procedures). The Organization will contribute 13% of the aforementioned monthly remuneration to the individual’s pension scheme.

Application Procedure
- Interested applicants are requested to complete the Online UNWTO Personal History Form. Please note that UNWTO will only accept applications received through our web-based system. Applications sent by other means (e.g. post, email, etc.) or received after the deadline indicated above, will not be taken into consideration.

- As per UNWTO’s policy on contractual mechanisms, the maximum length of service for Service Contracts shall be limited to three years, extendable on an exceptional basis up to a total of four years;
- Candidates who do not receive any feedback within three months of the deadline should consider...
their application as unsuccessful;

- Short-listed candidates may be asked to take a competitive exam and/or interview as part of the final phase of the selection process. These candidates will be contacted directly for this purpose;

- **There is no guarantee either that the initial contract will be renewed or that a career appointment within UNWTO will subsequently be offered.** Any extension beyond the advertised duration is subject to the availability of funds and necessities of service.