



Call for Expression of Interest

Applicants who have already applied for this position do not need to re-apply

Post Title:	Senior Digital Communications Specialist	Duty Station:	Riyadh, Kingdom of Saudi Arabia
Reference:	UNWTO/HHRR/CFE/10/INNO/2021	Start Date:	As soon as possible
Area/Type:	I / 5B	Duration:	12 months
Department:	Innovation, Education and Investments	Deadline for Applications:	14 April 2021 (Deadline extended)
Contractual Status:	Service Contract		

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 **Senior Digital Communications Specialist** for its **Innovation, Education and Investments Department** in its future **Regional Office in the Kingdom of Saudi Arabia**. The Department aims to drive the digitalization of tourism and to create an Innovation and Entrepreneurship Ecosystem that will maximize the potential of the sector in terms of economic growth, job creation and sustainable development.

Under the overall supervision of the Director, Innovation, Education and Investments and the day-to-day guidance of the Coordinator, Innovation, Education and Investments, the incumbent performs the following duties:

1. Contributes to the development and effective communication of the innovation, education and digital transformation strategy that will allow UNWTO to boost the innovation ecosystem and foster digital transformation into the global tourism industry;
2. Coordinates the development of the Regional Office's digital communications strategy, by working closely with key colleagues at national, regional and global level; the strategy should serve the Regional Office's strategic goals with tactics, tools and platforms to effectively disseminate content to support the Education, Innovation and Investments agenda;
3. In close collaboration with the Communications Department, manages the Regional Office's social media channels on a daily basis; this includes boosting followers and engagement on Twitter, LinkedIn, Facebook, and other relevant channels that may be advised to use;
4. Undertakes research to identify and engage with new tools and platforms to help advance UNWTO's mandate; these could include blogging platforms, channels such as WhatsApp or e-blasts through Mailchimp or alternative CRM platforms;
5. Works closely with key colleagues and members on content creation; drafts and edits a wide range of communications materials, including social media posts, comment pieces, presentations, newsletters and other innovative learning products;
6. Sets targets, alongside a strong monitoring and evaluation protocol, including data analytics to re-shape and optimize the strategy and specific campaigns to drive further engagement;
7. Collaborates with members and partners around key moments by developing strong social media packages with key messages and visuals;

8. Conceptualizes, drafts and coordinates the development of innovative visual assets such as info graphics and animations with colleagues, vendors and partners;
9. Identifies and segments the Regional Office’s key audiences, which Member States, Affiliate Members, and key stakeholders from across the innovation and education ecosystems, global brands and international organizations;
10. Works closely with key colleagues to identify key learning resources from external sources to share with our members;
11. Provides supports in increasing social media usage by colleagues, by providing training and suggesting sample posts.
12. Provides overall support in the day-to-day operations of the department;
13. Performs other duties, as required.

REQUIREMENTS

Academic	Advanced university degree (Master’s degree or equivalent) in communications, journalism, public relations 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	<ul style="list-style-type: none"> ▪ Minimum of five years of professional experience in digital communications or in a field related to the activities of the department; ▪ Minimum of two years of professional experience in designing and implementing innovative digital engagement strategies at international and/or national level.
Languages	<ul style="list-style-type: none"> ▪ Fluency in English is essential; ▪ Fluency in Arabic is an asset; ▪ Good working knowledge of another of the official languages of the Organization (Chinese, French, Spanish or Russian) is an asset.
Computer Skills	<ul style="list-style-type: none"> ▪ Computer literacy in Microsoft Office software and Windows 10.
Other Skills and Competencies	<ul style="list-style-type: none"> ▪ Good understanding of the conventions and best practices of specific social media platforms; ▪ Knowledge and experience with social media platforms, particularly Twitter, LinkedIn and Facebook, data analytics and monitoring tools; Other tools and tactics to effectively share learning content; ▪ Graphic design and video editing capabilities are a strong asset; ▪ Ability to work in a multicultural, multiethnic environment with sensitivity and respect for diversity; ▪ Ability to work independently within assigned areas, showing initiative and judgment; ▪ Sense of responsibility and commitment; ▪ Excellent writing and communication skills; ▪ Ability to work under pressure and meet tight deadlines; ▪ Previous experience in the United Nations or another international organization would be an asset.

Remuneration and Other Conditions	The monthly remuneration of the selected candidate would be in the base range of SAR 18,000 – SAR 24,000 , depending on previous professional experience, skills and competencies. 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
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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.

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- **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.**