Call for Expression of Interest

**Post Title:** Senior Communications Specialist (Social Media)  
**Duty Station:** Riyadh, Kingdom of Saudi Arabia

**Reference:** UNWTO/HHR/CFE/10/TMIC/2022  
**Start Date:** As soon as possible

**Area/Type:** I/5B  
**Duration:** 12 months

**Department:** Tourism Market Intelligence and Competitiveness  
**Contractual Status:** Service Contract

**Deadline for Applications:** 03 October 2022

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**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 Communications Specialist (Social Media) in the Tourism Market Intelligence and Competitiveness Department (Tourism and Rural Development area) for its Regional Office in the Middle East. The department is responsible for providing knowledge and strategic guidance to support tourism destinations and the sector at large, to become more competitive and improve destination management through efficient policies and governance.

Under the supervision of the Chief, Tourism Market Intelligence and Competitiveness Department and the day-to-day guidance of the Coordinator, Tourism Market Intelligence and Competitiveness (Tourism and Rural Development), and in coordination with the Chief, Communications Department, the incumbent performs the following duties:

1. Manages UNWTO Best Tourism Villages social media channels providing creative inputs and strategic advice for communication campaigns;

2. Expands reach and engagement of UNWTO Best Tourism Villages social media to promote the initiative, position UNWTO work related to tourism and rural development as well as the overall role of tourism in rural development;

3. Manages the social media strategy for the Best Tourism Villages accounts, including the weekly editorial planning, including for specific events/initiatives, content production and implementation in line with the UNWTO Communications Priorities and Strategy;

4. Proposes and creates relevant copy and digital content to provide to the UNWTO social media team in HQ on the areas covered;

5. Gathers relevant data on the impact, audience and end-users;

6. In coordination with team members, participates in the planning and execution of live content or recording of content as well as collection of content from partners and project participants;

7. Performs other related duties as required.
REQUIREMENTS

Academic
Advanced university degree (Master’s degree or equivalent) in communications, public relations, journalism or in a field related to the activities of the unit; an advanced 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 the area of social media production;
- Experience in production and dissemination of digital and multimedia communication products across different social media platforms;
- Experience in communication measurement and evaluation and strong familiarity with measurement techniques and analysis tools across communications channels, including news media (Signal, Factiva, Meltwater etc.), web platforms (Adobe Analytics/Google Analytics) and others;
- Experience in planning and executing live content or recording content is desirable.

Languages
- Fluency in English and/or Arabic is required, with an excellent command of the other;
- Good working knowledge of another of the official languages of the Organization (Chinese, French, Spanish or Russian) is an asset.

Computer Skills
- Computer literacy in Microsoft Office software and Windows 10;
- Proficiency in the production of digital and multimedia products for social media (videos, infographics, etc.).

Other Skills and Competencies
- Ability to research, select, organize and summarize information;
- Excellent networking skills;
- Excellent communication skills and ability to draft and edit documents;
- Ability to communicate to a global audience in tourism for development related matters;
- Advanced user of social media platforms like Twitter, Facebook, Instagram, TikTok, YouTube and LinkedIn;
- Ability to work under minimum supervision;
- Excellent planning and organizational skills, including priority setting;
- Strong knowledge of international media;
- Experience with monitoring of and responding to reputational issues or crises on social media;
- Flexibility, tact and discretion;
- Understanding and ability of effective outreach and monitoring;
- Strong project management skills;
- Ability to build a collaborative working environment in an international setting;
- Previous experience in the United Nations or another international organization would be a strong 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 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.**