

**Vacancy: Independent Contractor (UNOPS ICA-Local [www.unops.org](http://www.unops.org))**

Title: Digital Content Senior Assistant, UNOPS LICA-5

Duty station: Mexico City, Mexico

Deadline to apply: **March 3, 2019**

### General Background

The United Nations High Commissioner for Refugees (UNHCR) office was established on December 14, 1950 by the General Assembly of the United Nations. The Agency is mandated to direct and coordinate actions to protect people in refugee status and solve refugee problems. Its main purpose is to safeguard the rights and welfare of refugees. It also has a mandate to help stateless people. For more information on UNHCR, its mandate and operations please visit <http://www.unhcr.org>.

The Private Sector Partnerships (PSP) unit has as part of its responsibilities to raise funds through individual and corporate donations from foundations, individual and major donors.

With the aim of having contents that allow digital audiences to understand who UNHCR is, what it does and invite them to donate, we are looking for a person to ensure the proper development of the Mexican section of the website and other digital material, in order to strengthen the digital fundraising strategy.

### Purpose and Scope of Assignment

The objective is to hire a person responsible for digital content generation for the Mexican website and focus in fundraising digital content, seeking the following scope:

- Create, adapt and maintain written content for the Mexican section of the website and email strategy for different audiences to drive traffic to donation pages.
- Follow up creative material production with agencies and 3rd parties.
- Oversee planning and rollout of digital campaigns in collaboration with agency.
- Create and deploy e-appeals for Regular donors, One Off donors and leads.
- Support digital planning processes (forecasting, benchmarking).
- Analyse traffic and donation reports to make optimum recommendations to improve ROI.
- Coordinate with all UNHCR's focal points to ensure the website has all needed content displayed in a friendly way.
- Coordinate with Public Information unit to ensure all contents are approved and aligned to PSP and Public Information strategies.
- Coordinate with Donor Care team to match content between first donation and donor care process.
- Monitor news and digital trends to aligned PSP strategies.
- Coordinate with national and international UNHCR teams.
- Develop evaluation formats to assess and monitor digital results like donations, average donation, traffic and social media responses.
- Contribute actively to business development efforts, including strategy proposals, partnering recommendations and media buying optimization.
- Coordinate with public information unit (PI) and Social Media Associate to include PSP messages in ACNUR Americas Facebook page.

## Monitoring

- Direct report to Associate PSP Officer
- Weekly KPIs report
- Weekly planning meeting
- Monthly content plan
- Regular calls with national and international UNHCR teams
- Regular monitoring calls with agencies and 3rd parties
- Respect UNHCR brand guidelines

## Qualifications and Competencies:

### Experience:

- At least 5 years of digital content and communications professional experience.
- Prove experience in performance campaign.
- Strong background in running online campaigns for customer acquisition.
- Strong knowledge and understanding of digital metrics.
- Desirable NGO experience
- At least 1 years of SEO experience and SEM
- At least 1 years of media buying experience, Facebook and GDN included
- Experience working with digital agencies and managing online acquisition campaigns
- Knowledge of the digital LATAM regions desirable.

### Skills and profile:

#### ➤ Profile:

- Strong analytical skills
- Strong public relations and communication skills.
- Ability to work in a fast-paced environment
- Ability to write for different audiences
- Personnel management skills in order to coordinate with internal and external teams
- Able to follow instructions
- Strong problem solving skills and ability to work autonomously
- Strong analytical, written and verbal skills in fundraising
- Full command of English and Spanish

#### ➤ Skills:

- Clear and concise communication
- Creative
- Teamwork
- Results oriented
- Adaptable to change
- Leadership
- Proactive

## Results and deliverables:

Expected metrics for this position are the following:

- Web stories creation for website and emailing strategy
- Regular donor and One Off donor follow up emailing strategy
- Leads and email subscribers strategy
- Implementation of the content plan
- Weekly KPIs analysis and recommendations
- UNHCR Mexico public information update

**How to apply:**

Send your application through portal <http://mexico.unhcr.io/land.php> by March 3<sup>rd</sup> 2019, along with cover letter, CV, and completed P11 (PHF form).

UNHCR is not in a position to provide any support related to work permits in Mexico. Applications from expatriate candidates are welcome, but the applicant must be in possession of a permanent residence card or a valid permit to work in Mexico or work home based.

**NOTE: Only candidates that have been considered as relevant for the selection process will be contacted. An interview and technical test will be applied.**