



Post Title: Social Media Assistant
Domain: Public Information Unit
Post Number: 1ITSC 0940TP
Grade: GS-5
Organizational Unit: Abdus Salam International Centre for Theoretical Physics
Primary Location: Trieste, Italy
Recruitment open to: Internal and external candidates
Type of contract: Fixed-Term
Deadline (midnight Trieste time): **09-MAY-2023**

UNESCO Core Values: Commitment to the Organization, Integrity, Respect for Diversity, Professionalism

OVERVIEW OF THE FUNCTIONS OF THE POST

Founded in 1964 by the late Nobel Laureate Abdus Salam and located in Trieste (Italy), the Abdus Salam International Centre for Theoretical Physics (ICTP) seeks to accomplish its mandate by providing scientists from developing countries with the continuing education and skills that they need to enjoy long and productive careers. ICTP has been a major force in stemming the scientific brain drain from the developing world. For more than 50 years, ICTP has been a driving force behind global efforts to advance scientific expertise in the developing world.

Within the Public Information Unit and under the direct supervision of the ICTP Public Information Officer, the incumbent will implement ICTP's social and digital media strategy by maintaining and ensuring the timeliness of ICTP's social media channels to expand ICTP's reach to its broad international audience and ensure maximum international distribution of its core messages. The incumbent will work closely with project teams, editors, developers and designers to coordinate content and make sure it caters to the needs of the target audience. Essential responsibilities include:

- Create and/or curate all ICTP social media content, including text, images, and video. Curate videos on ICTP's YouTube channel.
- Schedule posting of all social media posts for all platforms
- Create videos that showcase ICTP research and success stories for its website.
- In consultation with PIO, implement social media campaigns of varying scope on social channels, using a combination of text, graphics and/or video
- Measure, test and create monthly reports on success of social strategies and campaigns using analytics tools
- Propose, draft and maintain an overall plan for ICTP social and digital media that effectively targets audiences in a clear and consistent manner, following ICTP branding guidelines and in line with ICTP's communications strategy

COMPETENCIES

A successful candidate will be required to demonstrate the following competencies:

- Accountability.
- Communication.
- Teamwork.
- Innovation.
- Results focus.
- Planning and organizing.
- Knowledge sharing and continuous improvement.

For detailed information please consult the [UNESCO Competency Framework](https://en.unesco.org/sites/default/files/competency_framework_e.pdf)
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REQUIRED QUALIFICATIONS

EDUCATION

- Completed secondary, technical and/or vocational school.

WORK EXPERIENCE

- At least five (5) years of experience in social media, digital communications or a related field

SKILLS/COMPETENCIES

- Experience in implementing social media strategies and campaigns;
- Excellent skills in writing, editing, content production and information dissemination for online audiences;
- Knowledge of Adobe Photoshop or Illustrator or similar to produce high-quality multimedia social media content, including graphics, GIFs and data visualisations;
- Knowledge of video editing software such as Adobe Premiere or Apple Final Cut Pro or similar;
- Knowledge of advanced tools for online publishing, including content management systems and social media publishing tools, such as HootSuite;
- Knowledge in the use of the full MS Office (particularly PowerPoint, Excel) package;
- Knowledge of web content management systems (Drupal, Mailchimp) is an asset.

LANGUAGES

- Excellent knowledge (spoken and written) of English.

DESIRABLE QUALIFICATIONS

WORK EXPERIENCE

- Experience in an international environment.
- Experience in a scientific organisation or educational institute.

LANGUAGES

- Knowledge of another UN official language (Arabic, Chinese, French, Russian, Spanish).
- Excellent knowledge of Italian

ADDITIONAL INFORMATION

Only candidates who are entitled to work in the E.U. may apply to this position. Please note that for this position UNESCO will not reimburse expenses such as travel in connection with interviews, tests and relocation.

BENEFITS AND ENTITLEMENTS

UNESCO's salaries consist of a basic salary and other benefits which may include if applicable: 30 days annual leave, family allowance, medical insurance, pension plan etc.

For more information in benefits and entitlements, please consult [ICSC website](#) and [UNESCO's career website](#).

MORE INFORMATION

Please note that all candidates must complete an on-line application and provide complete and accurate information. To apply, please visit the UNESCO careers website. No modifications can be made to the application submitted.

The evaluation of candidates is based on the criteria in the vacancy notice, and may include tests and/or assessments, as well as a competency-based interview.

UNESCO uses communication technologies such as video or teleconference, e-mail correspondence, etc. for the assessment and evaluation of candidates.

Please note that only selected candidates will be further contacted and candidates in the final selection step will be subject to reference checks based on the information provided.

Candidates must use the UNESCO's online application system which is accessible through the following links:

For current UNESCO fixed-term staff members: *UNESCO Intranet* > *Tools* > *HR Apps* > [Careers](#). If you are working remotely, you should connect to Careers portal through *connect.unesco.org*

For all other candidates: <https://careers.unesco.org>

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AN ASSESSMENT EXERCISE MAY BE USED IN THE EVALUATION OF CANDIDATES.