



International Organization for Migration (IOM)
The UN Migration Agency

CALL FOR APPLICATIONS

I. POSITION INFORMATION	
Position title:	Website & Digital Content Strategist Consultant
Duty station:	Regional Office, Nairobi
Duration of Assignment:	3 months
Organizational unit:	Public Information
Reporting directly to	Regional Public Information Officer
Overall supervision by	Regional Director
Managerial responsibility	None
CFA No.	IOMRONBO/CFA/010/2023
Directly reporting staff	None
Estimated Start Date	As Soon As Possible
II. ORGANIZATIONAL CONTEXT AND SCOPE	
<p>The International Organization for Migration (IOM) is the UN Migration Agency. With 174 member states it is committed to the principle that humane and orderly migration benefits migrants and society. Established in 1951 and now active in over 400 field locations worldwide, IOM works with partners, government and civil society to:</p> <ol style="list-style-type: none">1. Assist in meeting the operational challenges of migration and mobility2. Advance understanding of migration issues3. Encourage social and economic development through migration; and4. Uphold the human dignity and well-being of migrants and mobile populations. <p>IOM is committed to a diverse and inclusive environment. Internal and External candidates are eligible to apply to this call for application.</p> <p>IOM's Regional Office for the East and Horn of Africa supports and monitors the following countries: Burundi, Djibouti, Eritrea, Ethiopia, Kenya, Rwanda, Somalia, South Sudan, Tanzania and Uganda. Through a team of specialists, the Regional Office supports the development, implementation, monitoring, reporting and evaluation of projects and initiatives undertaken by country offices and regional programmes.</p> <p>Train IOM Regional Office in Nairobi communication staff on managing the regional office website and social media platforms - including basic website and social media content production skills, editing and publishing video, photographic content, audio, text materials, graphics, and external links. Review, edit, update and where necessary remove or re-produce existing content on the regional office website and social media to be accurate and up to date, to reflect the work and activities of the regional office present and past. Produce a simple to use website and digital content strategy, style guide, and approach for the IOM Regional Office, East & Horn of Africa communication and non-communication staff to use. Help to conceive of and produce new 2 new</p>	

digital products and 8 pieces of content for the regional office website media on priority regional office work and objectives. Develop and implement a regular content review system for the regional office website and social media, for regional office communication staff, to ensure continuity and high standards. Identify and produce a method for IOM communication staff managing the regional website and social media staff to collect and present analytics on website and social media, and to understand IOM regional office reach, engagement and impact.

Nature of the consultancy:

Technical Advisory and Training Services for IOM Regional Office for East and Horn of Africa website. The candidate/consultant will ensure that the IOM Regional Office for East and Horn of Africa website is updated and that the content is consistent and up to date. The candidate will also train IOM Regional Office and Mission level communication staff on website management and content production, social media analytics tracking and management as well as create a website content production schedule and review system for Regional Office for East and Horn of Africa communication staff.

Under the overall supervision of the Regional Director, and direct supervision of the Regional Public Information Officer the consultant will have the responsibility for the following duties:

III. RESPONSIBILITIES AND ACCOUNTABILITIES

Tangible and measurable outputs of the work assignment

1. Train IOM Regional Office, East & Horn of Africa communication staff on managing the regional office website and social media platforms - including basic website and social media content production skills, including editing and publishing video, photographic content, audio, text materials, graphics, and external links.
2. Review, edit, update and where necessary remove or re-produce existing content on the regional office website and social media to be accurate and up to date, to reflect the work and activities of the regional office present and past.
3. Produce a simple to use website and digital content strategy, style guide, and approach for the IOM Regional Office, East & Horn of Africa communication and non-communication staff to use.
4. Help to conceive of and produce new 2 new digital products and 8 pieces of content for the regional office website media on priority regional office work and objectives.
5. Develop and implement a regular content review system for the regional office website and social media, for regional office communication staff, to ensure continuity and high standards.
6. Identify and produce a method for IOM communication staff managing the regional website and social media staff to collect and present analytics on website and social media, and to understand IOM regional office reach, engagement and impact.
7. Support and advise the regional office communication staff on digital content and engagement initiatives and capacity building for communication staff at national level.
8. Perform other digital communication and content duties as required, as well as other communication officer duties as assigned by the Supervisor.

Performance indicators for the evaluation of results

The consultancy will take place during the period of 17 June 2023 – 17 August 2023.

Timely delivery of tasks as indicated in the consultant's Terms of Reference.

IV. COMPETENCIES

The incumbent is expected to demonstrate the following values and competencies:

Values - all IOM staff members must abide by and demonstrate these three values:

- Inclusion and respect for diversity: Respects and promotes individual and cultural differences. Encourages diversity and inclusion.
- Integrity and transparency: Maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- Professionalism: Demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.
- Courage: Demonstrates willingness to take a stand on issues of importance.
- Empathy: Shows compassion for others, makes people feel safe, respected and fairly treated.

Core Competencies – behavioural indicators (Level 2)

- Teamwork: Develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- Delivering results: Produces and delivers quality results in a service-oriented and timely manner. Is action oriented and committed to achieving agreed outcomes.
- Managing and sharing knowledge: Continuously seeks to learn, share knowledge and innovate.
- Accountability: Takes ownership for achieving the Organization's priorities and assumes responsibility for own actions and delegated work.
- Communication: Encourages and contributes to clear and open communication. Explains complex matters in an informative, inspiring and motivational way.

V. EDUCATION AND EXPERIENCE

- Degree in Digital Media, Communication, Journalism, Public Relations, or other relevant field.
- Prior demonstrated professional experience digital communication.
- Prior demonstrated experience in website and digital media training.
- Minimum 3 years' experience editorial, web strategy / content strategy with proven knowledge of Drupal, WordPress or other Content Management Systems.

VI. SKILLS

- Strong communications and interpersonal skills, as well as strategic and creative thinking.
- Efficiency, flexibility, high level of professionalism and ability to work under pressure and adhere to strict deadlines.

VII. LANGUAGES

Required

Fluency in English is required. Working knowledge of French or any other UN Official language is advantageous.

Mode of Application:

Interested candidates should submit CV and a cover letter indicating the Call for Application Number (CFA No.), Position Title and the Duty Station with three professional referees (supervisors) and their contacts (both email and telephone) to: ronairobihrdrec@iom.int

CLOSING DATE: 24 May 2023

Only shortlisted applicants will be contacted.

NOTE

NO FEE: The International Organization for Migration (IOM) does not charge a fee at any stage of the recruitment process (application, interview meeting, process or training). IOM does not concern itself with information on applicants' bank details.

Posting period:

From: 11.05.2023 to 24.05.2023