



Issued on: 9 August 2011

Deadline For Application: 8 September 2011

POSITION TITLE:	Communication Officer (Web and Social Media)	GRADE LEVEL:	P-3
ORGANIZATIONAL UNIT:	PUBLIC RELATIONS AND PROMOTIONS BRANCH, OCER Office of Corporate Communications and External Relations, OCE	DUTY STATION:	Rome, Italy
		DURATION *:	Fixed term: 3 years
		POST CODE/N ^o :	C/0996351
		CCOG CODE:	1A08

Applications from qualified women as well as from qualified nationals of non-and under-represented member countries are encouraged

DUTIES AND RESPONSIBILITIES

Under the overall guidance of the Chief, OCER, and in close collaboration with the Communication Officer (Web and Multimedia), the incumbent will contribute to fulfilment of the Branch's role as guardian of the FAO corporate brand and generator of public support for FAO and its objectives. In particular, the incumbent will:

- Manage the dynamic six-language "feature bar" and "banner column" areas of the FAO homepage, identifying and preparing a diversity of appropriate content, composing link text, selecting photography and graphics, and assembling all elements for timely updates;
- Manage the corporate-level Web pages of www.fao.org, including "About FAO," "Director-General," "Strategic Planning and Resources," "Mission, Constitution and Governance," "Country briefs," "Photography," "Millennium Development Goals," ensuring timely updating and compliance with corporate identity, language requirements and established standards;
- Develop new Web pages and sections as appropriate, ensuring conformity with corporate identity and the FAO Web Quality Assurance checklist, and other requirements;
- Edit, resize and adapt file formats of photographs for Web and social media use; adapt video and multimedia files to the required formats and upload to YouTube and other video hosting sites;
- Manage FAO's corporate and "The 1billionhungry project" Facebook accounts; select and prepare content, draft headlines and lead-in text and direct messages in suitable tone and style for each account, using knowledge of fan base to make decisions concerning language and timing of each new post;
- Monitor and edit the FAO entry on Wikipedia, originate content based on diverse sources within the Organization;
- Monitor Web and social media trends with a view to continuously improving FAO's online outreach;
- Respond to requests from decentralized offices and headquarters departments for advice and assistance on communicating via the Web and social media channels, consulting with the Knowledge Management and Library Services Branch, OEKM, as appropriate;
- Maintain continuous dialogue with OEKM, as appropriate; participate in relevant cross-Organizational working groups, teams or other forums for the ongoing improvement of FAO's Web and social media presence;
- Perform other related duties as required.

MINIMUM REQUIREMENTS

Candidates should meet the following:

- University Degree in Communications, Journalism, Marketing, Business Administration or a subject related to the work of the Organization
- Five years of experience in designing, developing and managing large-scale multilingual websites and social media channels
- Working knowledge of English, French or Spanish and limited knowledge of one of the other two or Arabic, Chinese, Russian

SELECTION CRITERIA

Candidates will be assessed against the following:

- Level and relevance of academic qualifications
- Extent of experience in designing, developing and managing multilingual websites, including languages using non-Latin alphabets
- Degree of experience and skill in the use of Photoshop software, HTML and Web content management systems
- Degree of experience and skill in managing social media accounts, specifically Facebook, YouTube, Twitter, Flickr, Wikipedia
- Demonstrated ability to locate and select appropriate content and compose text in varying styles to engage different target groups
- Demonstrated ability to plan, organize and deliver accurate, high-quality work with minimal supervision, working in teams and partnerships
- Level of knowledge and awareness of the work of FAO technical and operations divisions, development issues, and the United Nations system

Please note that all candidates should possess computer/word processing skills and should be capable of working with people of different national and cultural backgrounds.

** The length of appointment for internal FAO candidates will be established in accordance with applicable policies pertaining to the extension of appointments*

REMUNERATION

A competitive compensation and benefits package is offered. For information on UN salaries, allowances and benefits, click on the following link: <http://icsc.un.org/>

TO APPLY: Carefully read and follow the Guidelines to applicants

Send your application to: V.A 2585-OCE
Chief, OCER

FAO Viale delle Terme di Caracalla 00153 Rome ITALY
Fax No: +39 06 57055555
E-mail: VA-2585-OCE@fao.org

Please note that FAO staff members are international civil servants subject to the authority of the Director-General and may be assigned to any activities or office of the organization.

FAO IS A NON-SMOKING ENVIRONMENT