



## Food and Agriculture Organization of the United Nations

## CALL FOR EXPRESSIONS OF INTEREST - VACANCY ANNOUNCEMENT N°: IRC4829

**Issued on:** 10 OCTOBER 2017

**Deadline For Application:** 20 October 2017

**JOB TITLE:** Digital Communication Specialist

**TYPE OF CONTRACT:** International Consultant/PSA

**ORGANIZATIONAL UNIT:** INTERNET AND INTERNAL COMMUNICATION BRANCH (OCCI)  
OFFICE FOR CORPORATE COMMUNICATION (OCC)

**DUTY STATION:** Rome, Italy  
**DURATION:** 11 months

*FAO seeks gender, geographical and linguistic diversity in its staff and international consultants in order to best serve FAO Members in all regions.*

**Qualified female applicants and qualified nationals of non-and under-represented member countries are encouraged to apply.**  
**Persons with disabilities are equally encouraged to apply.**  
**All applications will be treated with the strictest confidence.**

### Organizational Setting

The Office for Corporate Communication (OCC) is responsible for all corporate and internal communication activities of the Organization. It ensures coherence and consistency in FAO's corporate messaging and communications' outputs, as well as enables cost-effectiveness in use of communication-related resources across the Organization.

### Reporting Lines

The Consultant will report directly to the Senior Communication Officer, OCCI and collaborate with Officers in OCCI.

### Tasks and responsibilities

#### Monitoring and Evaluation

- Contribute to the day-to-day monitoring of the Organization's digital presence and produce weekly monitoring reports of FAO digital platforms.
- Support the evaluation of impact of digital campaigns through data analysis.
- Monitor and prepare monthly reports and suggest action items based on analysis carried out for FAO digital platforms, providing action items to improve FAO's overall digital presence and reputation.
- Research new trends in search engine optimization, providing suggestions on improvements to FAO.org. The analysis should also look for how social media can enhance FAO's web presence.

#### Machine translation

- Regular maintenance and improvements to the translation widget, providing monthly reports on usage patterns and suggested actions for consideration by FAO senior management.

#### Branding and conceptual design of FAO digital platforms

- Branding for FAO digital platforms and corporate products, campaigns, projects and programmes.
- Coordination of design ideas and timely production of materials
- Contribute to the implementation of the digital vision of OCC, in line with the overall FAO Communication strategy.

#### Content Production

- Draft 2 --4 articles per week for selected sections of FAO.org, in close collaboration with Strategic Programmes and relevant technical and/or country offices, managing the translations of approved articles and their online publication;
- Review articles on a weekly basis for the FAO.org corporate sections.
- Content management, coordination of translations and revisions in all official languages.
- Digital marketing of all official languages content.

#### Support to FAO's digital platforms

- Draft strategies for digital campaigns
- Support in creating an extensive influencer base in FAO's areas of work.
- Management of FAO's digital platforms (including corporate FAO.org sections), engaging regularly with the community and researching their preferences to ensure continued growth.
- Represent FAO in inter-agency working groups in the context of digital strategies and planning
- Contribute to the implementation of the corporate policies and strategies through presentations in relevant workshops and seminars inside and outside the Organization.

#### Digital knowledge management

- Support content management in all official languages for distribution on FAO's digital platforms.

- Monitor the FAO digital team mailboxes to ensure timely maintenance of user queries.
- Input and enhance publications and documents at HQ and decentralized offices to make sure that all intellectual outputs are stored in the FAO Document Repository (FDR) and meet requirements, such as metadata, QR coding, and copyright. Liaise with users across the Organization and ensure that all requests related to the FDR are addressed in a quick and efficient way.

#### Digital capacity building

- Participate in the organization of webinars to build digital capacity of FAO staff.
- Identify new topics to cover through the digital capacity building plan and define follow-up actions and monitoring.
- Prepare digital products for the webinars and guidelines on selected OCCI activities.
- Other duties as required.

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## CANDIDATES WILL BE ASSESSED AGAINST THE FOLLOWING

### Minimum Requirements

- According to function (consultant or PSA) either Advanced University Degree or University degree in communication, social science, journalism, political science or a related field
- 1 year (Level C) or 5 years (Level B) of relevant experience in digital communication and content production for digital platforms.
- For consultants, working knowledge (Level C) of English, French and Spanish and limited knowledge (Level B) of one of the other two or Arabic, Chinese or Russian.
- For PSAs, working knowledge (Level C) of one of FAO's official languages. Level B of another official language is desirable.

### FAO Core Competencies

- Results Focus
- Teamwork
- Communication
- Building Effective Relationships
- Knowledge Sharing and Continuous Improvement

### Selection Criteria

- Level, extent and relevance of experience with digital monitoring and evaluation, digital content production and communications tasks;
- Ability to participate and work in a team under tight deadlines.
- Demonstrated experience working in complex environments.
- Ability to manage tight deadlines and multiple work streams.
- Depth of English language skills: full fluency in written English is highly desirable.
- Knowledge of Adobe Creative Suite, particularly InDesign and Photoshop is desirable.
- Knowledge of Machine Translation Tools and Techniques, Natural Language Processing, Knowledge Management Systems, Web Usage Analysis, Information Retrieval/Extraction Systems is desirable.

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Please note that all candidates should adhere to *FAO Values of Commitment to FAO, Respect for All and Integrity and Transparency*.

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### ADDITIONAL INFORMATION

- FAO does not charge a fee at any stage of the recruitment process (application, interview meeting, processing).
- Incomplete applications will not be considered. If you need help, or have queries, please contact: [iRecruitment@fao.org](mailto:iRecruitment@fao.org)
- Applications received after the closing date will not be accepted.
- Only language proficiency certificates from UN accredited external providers and/or FAO language official examinations (LPE, ILE, LRT) will be accepted as proof of the level of knowledge of languages indicated in the online applications.
- For other issues, visit the FAO employment website: <http://www.fao.org/employment/home/en/>

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### HOW TO APPLY

To apply, visit the iRecruitment website at <http://www.fao.org/employment/irecruitment-access/en/> and complete your online profile. Only applications received through iRecruitment will be considered.

Candidates are requested to attach a letter of motivation to the online profile.

Vacancies will be removed from iRecruitment at 23:59 Central European Time (CET) on the deadline for applications date. We encourage applicants to submit the application well before the deadline date.

If you need help, or have queries, please contact: [iRecruitment@fao.org](mailto:iRecruitment@fao.org)

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