



UN YOUTH VOLUNTEER DESCRIPTION OF ASSIGNMENT

Preamble:

The United Nations Volunteers (UNV) programme is the UN organization that promotes volunteerism to support peace and development worldwide. Volunteerism can transform the pace and nature of development and it benefits both society at large and the individual volunteer. UNV contributes to peace and development by advocating for volunteerism globally, encouraging partners to integrate volunteerism into development programming, and mobilizing volunteers.

In most cultures volunteerism is deeply embedded in long-established, ancient traditions of sharing and support within the communities. In this context, UN Volunteers take part in various forms of volunteerism and play a role in development and peace together with co-workers, host agencies and local communities.

In all assignments, UN Volunteers promote volunteerism through their action and conduct. Engaging in volunteer activity can effectively and positively enrich their understanding of local and social realities, as well as create a bridge between themselves and the people in their host community. This will make the time they spend as UN Volunteers even more rewarding and productive.

1. **UNV Assignment Title:** UN Youth Volunteer in Social Media Manager
2. **Type of Assignment:** International UN Youth Volunteer
3. **Project Title:** Mainstreaming Social media communication in support of (i) Early Childhood Development; (ii) Social Protection; (ii) Adolescent Participation; and (iv) Quality and Inclusive Education.
4. **Duration:** 12 months
5. **Location, Country:** Managua, Nicaragua
6. **Expected Starting Date:** February/March 2015
7. **Brief Project Description:**

Implement UNICEF Nicaragua's Social Media Strategy, developing brand awareness, generating inbound traffic and encouraging restitution of Children's rights in the social, political and cultural contexts of Nicaragua, ensuring consistency in voice and cultivating a social media referral network.

8. **Host Agency/Host Institute:** United Nations Children Funds (UNICEF)

9. Organizational Context:

a) Beside UNICEF, the UN Youth Volunteer will be dealing and interacting with professional officers from the United Nations Agencies, local and international Non-Governmental Organizations, and large companies of private sector.

b) The UN Youth Volunteer will be part of a team headed by the Representative of UNICEF in Nicaragua. S/he will be introduced to basic issues related to UNICEF policies, procedures, guidelines and security in the field. At the same time training will be given in programming issues and monitoring of projects and follow-up of activities as on-the-job training. The UN Youth Volunteer will participate actively in office training activities, and other meetings which are deemed necessary to facilitate the achievement of established assignments as well as enhance professional capacity. In consultation with his/her direct supervisor, the volunteer can promote initiatives, in particular to mobilize networks of local volunteers, and is in general encouraged to be proactive and provide his/her opinion and recommendations.

United Nations Volunteers

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UN Volunteers is administered by the United Nations Development Programme (UNDP)



10. Type of Assignment Place: Assignment without family

11. Description of tasks:

Under the direct supervision of the Chief of the Information Communication for Development Unit, the UN Youth Volunteer will perform the following main tasks:

- Support the development and implement the social media and Web strategy, coordinating with UNICEF team members and Representative to ensure its effectiveness and encouraging adoption of relevant social media techniques into all of UNICEF Nicaragua's communication activities. Work with the UNICEF specialists and assistants to ensure social media tools (for ex. Facebook, YouTube, Twitter) are kept up to date.
- Help to manage social media campaigns and day-to-day activities related into Communication annual work plan. Duties include online advocacy, writing editorial, community-outreach efforts, promotions, etc. Create content for feeds in various social media sites. Minute by minute participation in conversations that surround our content and brand, answer comments and be a mediator.
- Contribute to the management of the presence in social media including Facebook, Twitter, YouTube, Scribd, SoundCloud, posting on relevant blogs, and seeding content into social applications as needed.
- Advocate for UNICEF Nicaragua in social media spaces, engaging in dialogues and answering questions where appropriate in consultancy with program specialist and Representative.
- Significant support to manage a Blogger outreach program and build an active brand ambassador network to spread the word about UNICEF Nicaragua
- Support the monitoring effective benchmarks for measuring the impact of social media campaign, and analyse, review, and report on effectiveness of campaigns in an effort to maximize results. Regularly feedback insights gained from social media monitoring into the Country Management Team and task forces, to help them evolve their strategies in a timely fashion.
- Help to identify threats and opportunities in user generated content surrounding UNICEF brand, report to Communication Specialist and the Representative.
- Contribute to generate audio-visual material to promote the activities of UNICEF and counterparts related to the Country Program.

12. Results/Expected Output:

- UNICEF Nicaragua webpage updated on a weekly basis
- Facebook page, Twitter, Google+, and blog updated on a daily basis
- Monthly progress report on the effectiveness of UNICEF Nicaragua social media
- A large group of volunteers contributing to UNICEF social media activities
- Generate audio/visual for YouTube and SoundCloud
- A final statement of achievements towards volunteerism during the assignment, such as the number of volunteers mobilized, the activities generated and competencies developed.
- Press releases and life stories.
- Photo shooting when is required
- Field visits to report important activities of the Country Programme
- Release media campaign from Headquarter and Regional Office

13. Qualifications/Requirements:

- Bachelor or undergraduate degree in communications, marketing, advertising, public relations, web development, media studies, business, political sciences, anthropology, history, theater and/or related fields.
- At least 1 of experience managing social media platforms or communities for brands. Experience in Public relations, Marketing, Sales, Community Management experience is a plus.



- Excellent verbal and written communication skills and an ability to work individually on a project or in a team environment. Experience in research, possesses excellent writing skills and talent to crank editorial and technical writing output.
- Ability to effectively communicate information and ideas in written and verbal format, and build and maintain relationships
- Proficient with Microsoft Office products, acknowledge on video and photo editor (Avid and Adobe Premier, Photoshop, google analytics).
- Experience in management in social media and blogging at personal level or professional is of clear advantage. Ideally, actively participates in a wide variety of social media activities such as blogging, community development and management, social bookmarking, commenting, etc. Understands a broad range of social media and their application
- Experience sourcing and managing content development and publishing is an asset
- Ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Discretion to identify threats and opportunities in user generated content.
- Team player, with the confidence to take the lead and guide other departments when necessary
- Fluent in Spanish and English.
- Work experience on human rights and ONG is an asset

14. Learning expectations

Learning and development are a central part of the UN Youth Volunteer's assignment and take place before, during and after his or her assignment in the field. Ideally, offering diverse opportunities for learning and development aim to strengthen the volunteer's skills and competences, improve the quality of the assignment and keep the volunteer's motivation high.

Learning elements for the UN Youth Volunteer include the development of:

- Professional skills: including specific competencies and reflection on assignment-related abilities; and on-the-job skills such as time management, problem solving, team building; and career preparedness such as interview skills, CV preparation, job searching.
- Inter-personal skills: including communication and listening skills; multi-cultural awareness and cultural competency; and conflict and stress management.
- Volunteering-related skills: including leadership; civic responsibility; and engagement and active participation.

Beyond the learning opportunities provided by UNV, host agencies are expected to support knowledge and capacity development in the technical areas that are relevant to the UN Youth Volunteer's assignment. Host agencies are also expected to provide, at their expense, UN Youth Volunteers with equal opportunity to participate in training courses and workshops offered to the host agency's personnel.

Furthermore, the UN Youth Volunteer is encouraged to:

- Strengthen the knowledge and understanding of the concept of volunteerism by reading relevant UNV and external publications and taking active part in UNV events.
- Be acquainted with and build on traditional and/or local forms of volunteerism in the country;
- Reflect on the type and quality of voluntary action that they are undertaking, including participation in ongoing reflection activities;
- Contribute articles/write-ups on volunteering experiences and submit them to the team at UNVHQs for consideration (beyond other communications responsibilities), and input to the UNV publications/websites, newsletters, press releases, etc.;
- Assist with the UNV Buddy Programme for newly-arrived UN Youth Volunteers;
- Promote or advise local groups in the use of online volunteering, or encourage relevant local individuals and organizations to use the UNV Online Volunteering service.

15. Living Conditions:

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Nicaragua has a population of approximately 5.1 million. The country is bound on the North by Honduras, on the East by the Caribbean Sea, on the South by Costa Rica, and on the west by the Pacific Ocean. The capital city, Managua, is by far the largest, most developed. About a million people live in the capital. About 69 per cent of the population is mestizos (mixed Spanish and Native American descent). More than 75 per cent of the people are Catholic, with Protestants making up the rest. The official and dominant language is Spanish except on the east coast where a form of English ("Creole") and native indigenous languages are spoken.

The Nicaraguan mountainous regions, with an average elevation of about 610m, cross Nicaragua from the northwest to the southeast. A great big basin in the west contains two lakes, Lake Nicaragua, the largest in Central America, and Lake Managua. A chain of volcanoes, part of the ring-of-fire, rise up between the lakes and Pacific coast. In the east, the Caribbean coastal plain known as the Costa de Mosquitoes (Mosquito Coast) extends some 72km inland and is partly covered with rain forest. The four principal rivers, the San Juan (Saint John), Coco (Coconut), Grande (Big), and Escondido (Hidden), empty into the Caribbean.

Although the current security situation of Nicaragua is relatively calm all basic preventive measures are recommended. Nicaragua is vulnerable to natural disasters including earthquakes, volcanic eruptions, tsunamis, landslides, flood, hurricanes and drought.

16. Conditions of Service

A twelve (12) months contract; monthly volunteer living allowance (VLA) intended to cover housing, basic needs and utilities, equivalent to US\$ 1,539; settling-in-grant (if applicable); life, health, and permanent disability insurance; return airfares (if applicable); resettlement allowance for satisfactory service.

17. How to apply:

This modality aims to mobilize Youth between 23 and 29 years old. Since this UN Youth Volunteer assignment is funded by AECID, only Spanish nationals can apply.

If you are not a candidate in the UNV database, please apply by registering your profile through the following link: <http://ereta.unv.org/html/index.php?module=myprofile&ad=YTH14NIC000436>

Important : Once you have created your UNV account and after validating your email address, please complete all sections of your profile and make sure the correct advertisement code '**YTH14NIC000436**' is selected in the 'Special Recruitment' tab of MyProfile. Your application can only be considered once you have clicked on the green 'Submit My Profile' button. As a confirmation of your successful registration, you will receive an email with your UNV roster number.

If you already are a candidate in the UNV database, please update your profile through: <http://MyProfile.unv.org> and select the code '**YTH14NIC000436**' from the drop down list in the 'Special Recruitment' tab.

Please take note of the **closing date indicated in the general instructions in AECID's website in order to apply to these Youth UNV assignments.** Profiles of interested applicants must be fully registered in the UNV database of candidates before such date. Only short-listed candidates will be contacted.