



Union pour la Méditerranée  
Union for the Mediterranean  
الاتحاد من أجل المتوسط

## CALL FOR CANDIDATURES: Digital Communication Analyst

UfM/LP/2019/010 – *internal candidates*

### 1. Subject:

The UfMS is seeking to incorporate a Digital Communication Analyst at its headquarters in Barcelona. Below is the job description, detailing the responsibilities and required skills and qualifications.

Job description - Digital Communication Analyst			
<b>Job Title:</b>	Digital Communication Analyst	<b>Reports to:</b>	Head of the Communication and Public Affairs Unit
<b>Division/Unit:</b>	Communication and Public Affairs	<b>Salary:</b>	43. 000€ - 45.373€
<b>SUMMARY</b>			
<p>The Digital Communications Analyst is in charge of all digital channels including the UfM website, social media accounts and emailing. The Digital Communication Analyst executes key tasks to expand UfM' s visibility and maximise communication results by ensuring its publication on the different UfMS online channels, developing and implementing communication plans for the promotion of UfM projects, initiatives and conferences, following adopted global and specific objectives.</p>			
<b>PRIMARY RESPONSIBILITIES</b>			
<ul style="list-style-type: none"><li>- Implement the Digital Communication strategy and contribute to the overall communication strategy of the UfM</li><li>- Align digital communications strategy with institutional strategy and priorities</li><li>- Develop and implement communication plans for the promotion of UfM projects, initiatives and conferences, following adopted global and specific objectives</li><li>- Participate in the procurement procedures and contracts for the provision of digital communication services (including web hosting, digital technical support, among others)</li><li>- Write content for digital communication channels (including web and social media) and other communication materials</li><li>- Development of communication tools and publications</li><li>- Maintain a library and archive of all multimedia materials – photo, video, web-based applications, etc.</li><li>- General support as needed to the Communication &amp; Public Affairs Unit</li></ul> <p><b>UfMS Website:</b></p> <ul style="list-style-type: none"><li>- Keep the UfM website updated, ensuring user experience and facilitating navigation through related contents and coordinate new features</li><li>- Write content for the website including web stories, sectorial and generic pages and coordinate and revise translations</li></ul>			



- Produce high-quality, shareable multimedia content, including photos and infographics, banners and other digital media content for specific events, activities, projects and for general branding purposes within the organisation

#### **Social Media:**

- Develop and implement the UfM social media strategy
- Write content for the different social media channels. Establish a centralised editorial calendar and work across internal teams to coordinate content and publication
- Contributes to the definition of social media KPIs and produce assessment reports
- Maintain the UfM social networks, such as Facebook, Twitter, LinkedIn, Flickr or youtube updated with UfM activities
- Plan and promote employee and stakeholder's engagement
- Advice on the live coverage of UfM activities and events through social media

#### **Database and Emailings:**

- Coordinate the UfMS institutional database
- Coordinate the design, content creation and e-mailing of the quarterly UfM e-newsletter, sectorial e-mailing campaigns

### **QUALIFICATIONS, SKILLS AND RELEVANT EXPERIENCE:**

- Master degree in digital communication, social media, journalism, international relations, political science or other relevant discipline
- A minimum of 7 years of experience in digital communication, including experience with web content management software (Wordpress) and demonstrated knowledge of basic HTML, CSS and Google Analytics
- A minimum of 3 years of experience in Project and/or team managerial
- Experience with industry design tools, i.e. Adobe Creative Suite, specially Photoshop
- Experience in online graphics, video, and informational design, i.e. infographics
- Experience in contract management, particularly public tenders would be an asset
- Experience in database management, CRM would be an asset
- Experience in international organization, institutions, Ministry of Foreign Affairs or Embassy would be an asset
- Ability to effectively communicate information and ideas in written and verbal format
- Excellent organizational skills, ability to manage multiple projects and to handle stress
- Team spirit and enthusiasm, ability to build consensus and work effectively within a cross-departmental team
- In-depth knowledge and understanding of current digital communication platforms and the ability to pick-up new tools quickly

### **LANGUAGES**

Essential: Excellent level of at least two of the three official languages of the UfM (English, French and Arabic) with excellent writing skills.



## **2. Submission of applications:**

Please read carefully the following information and send a complete application in English to the following address: [hr.recruitment@ufmsecretariat.org](mailto:hr.recruitment@ufmsecretariat.org).

**Please mention the vacancy title and reference (Digital Communication Analyst UfM/LP/2019/010) when applying.**

The complete application includes in separate documents:

- A **detailed curriculum vitae in English (pdf version only)** clearly elaborating educational and professional experience relevant for the position.
- A **motivation letter in English (pdf version only)** including a clear mention of the profile applied for and full postal address. Please, do not send any supporting documents (i.e.: copies of ID-card, educational certificates, evidence of previous professional experience etc.) with the application at this stage.

## **3. Submission Date:**

Complete applications must be submitted by the **31<sup>st</sup> of May 2019 (midnight, European time, GMT+1)**.

## **4. Conditions:**

The UFM Secretariat, on the basis of qualifications, will determine the initial grade and step on appointment and could be a grade different from that shown above.

The UFM Secretariat reserves the right to appoint the selected candidate at a lower level than the advertised level of the post.