



CALL FOR CANDIDATURES – Maternity Leave Replacement: Digital Communication Analyst

1. Subject:

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

Job description			
Area:	Digital Communication Analyst	Reports to:	Head of the Communication and Public Affairs Unit
Division:	Communication & Public Affairs	Staff category and conditions	Contracted Staff (Short-Term Contract) Replacement during maternity leave: January-September 2024 Post Classification: CS3 Officer/Analyst Gross Salary: 43.000-45.373 Euros

SUMMARY

The Digital Communication Analyst is responsible for managing 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 outcomes across various online channels. This includes the development and implementation of communication plans to promote UfM projects, initiatives, and conferences in alignment with established goals and specific objectives.

PRIMARY RESPONSIBILITIES

- Implement the Digital Communication strategy and contribute to the overall communication strategy of the UfM
- Align digital communications strategy with institutional strategy and priorities
- Develop and implement communication plans for the promotion of UfM projects, initiatives and conferences, following adopted global and specific objectives.
- Participate in the procurement procedures and contracts for the provision of digital communication services (including web hosting, digital technical support, among others)
- Write content for digital communication channels (including web and social media) and other communication materials
- Development of communication tools and publications
- Maintain a library and archive of all multimedia materials – photo, video, web-based applications, etc.
- General support as needed to the Communication & Public Affairs unit

UfM Websites

- Keep the UfM websites updated, ensuring user experience and facilitating navigation through related contents and coordinate new features.
- Write content for the website including web stories, sectorial and generic pages and coordinate and revise translations.
- 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
- Contribute 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
- Manage the live coverage of UfM activities and events through social media

Database and Emailings

- Coordinate the design, content creation and e-mailing of the UfM e-newsletter, sectorial e-mailing campaigns.

QUALIFICATIONS, SKILLS AND RELEVANT EXPERIENCE:

ESSENTIAL MINIMUM REQUIREMENTS

- Master's degree in communication, social media, journalism, international relations or other relevant discipline.
- Minimum of 5 years' experience in the field of media relations or journalism.
- Minimum of 3 years of experience in projects and/or team managerial experience
- Experience with industry design tools, i.e. Adobe Creative Suite, specially Canva and/or Photoshop.
- 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 English. A second UfM language (French or Arabic) will be highly valued

2. Submission of applications:

To apply, you need to complete the [application form on the website](#) and include the following information and documents:

- A **detailed curriculum vitae in English (pdf version only)** clearly elaborating educational and professional experience relevant for the position. **Please note it is mandatory to choose a file name that includes your name i.e. "name-surname-cv"**.
- A **motivation letter in English (pdf version only)** including a clear mention of the profile applied for and full postal address. **Please note it is mandatory to choose a file name that includes your name i.e. "namesurname-cover letter"**.

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 21 Nov, 2023 (midnight, European time, GMT+1).

4. Conditions:

If the selected candidate doesn't meet minimum requirements, the UfM Secretariat reserves the right to appoint the selected candidate at a lower level than the advertised level of the post

Protection of personal data - Privacy notice

The UfMS as the body responsible for organizing the selection process will ensure that Candidates' personal data are processed with greatest care and confidentiality. This applies in particular to the security of such data. Personal data shall be processed solely for the purpose of the selection procedure.

Candidates are free to give their data on voluntary basis, although failure to respond with any further information requested will exclude the concerned candidate automatically from the recruitment procedure. Thus, Candidates give an explicit consent by submitting their candidatures for their processing, which constitutes a complimentary ground for lawfulness of data processing, notably with regard to sensitive data.

Should any Candidate have any query concerning the processing of his/her personal data, he/she shall address it to the following address: hr@ufmsecretariat.org