



Communications Officer

Vacancy #:	1438
Unit:	Global Communications Unit
Organization:	International Union for Conservation of Nature (IUCN)
Location:	Headquarters, Gland, Switzerland
Reporting to:	Communications Manager
Work percentage:	100%
Function group:	P1
Expected start date:	01 October 2017
Type of contract:	Max-term (12 months with possibility of renewal)
Closing date:	16 July 2017 (extended)

BACKGROUND

IUCN is a membership Union uniquely composed of both government and civil society organisations. It provides public, private and non-governmental organisations with the knowledge and tools that enable human progress, economic development and nature conservation to take place together. The Communications Officer for social media will work in the Global Communications Unit contributing to the unit's efforts to engage, inform and motivate IUCN's union-wide target audiences. The officer will report to the Communications Manager and will focus on developing and carrying out strategies to ensure IUCN content reaches and has a meaningful impact on IUCN's target audiences.

JOB DESCRIPTION

"If you have already applied for this position, please do not apply again"

Under the general supervision of the communications manager - corporate, partnerships and events in the Global Communications Unit, the communications officer will carry out the following tasks:

Work with IUCN Global Communications Unit to:

SOCIAL MEDIA

- Coordinate, maintain and ensure the quality social media activity on IUCN corporate social media networks;
- Develop a targeted social media strategy for IUCN corporate accounts and explore new ways for IUCN to increase its effectiveness through social media;
- Monitor, measure and report on social media audience and impact, and make recommendations for how to respond to the analysis;
- Further develop of IUCN's presence on Facebook, Twitter and YouTube, including IUCN social media campaigns for specific IUCN initiatives or events or additional channels as appropriate to meet IUCN communications goals;
- Follow and assist other IUCN communicators in following the IUCN Social Media Policy

CONTENT COORDINATION AND DEVELOPMENT

- Work across the IUCN Union to source content and identify the most relevant or effective products, initiatives or other content to profile;
- Produce a range of communications products including social media micro-content based on the products, initiatives and other content from the IUCN network to include but not limited to audio and video multi-media content including interviews and compilation from existing stock resources, infographics, enhanced photo content, and other assets as needed;
- Create email marketing campaigns or individual emails for internal and external audiences using the software Dotmailer;
- Assist with design and layout of digital and some printed content, including marketing materials and event-specific products;
- Help with editing and other requests as needed from the IUCN network

PHOTO AND VIDEO MANAGEMENT

- Update and catalogue the unit's growing collection of images and video footage;
- Identify and put in place an efficient system and software for organising and sharing images and videos to meet internal and external demands;
- Coordinate in-house photography needs for the Director General or capturing other important events at IUCN headquarters

GENERAL COMMUNICATIONS

- Assist with the bi-monthly Communications Update for all staff and other internal communications from the Global Communications Unit as required;
- Assist with updating the IUCN website as required

OTHER RESPONSIBILITIES

The above job description contains the main duties and responsibilities for this position. However, in a small organisation such as IUCN, staff members are expected to show flexibility in their approach to work and be willing to undertake other tasks that are reasonably allocated to them, but which are not part of their regular job description. Where any task becomes a regular part of an employee's responsibilities, the job description will be changed in consultation with the employee and the Human Resources Management Group.

REQUIREMENTS

- University degree in Journalism, Communications, Public Affairs or a field relevant to communications or IUCN's work
- Well-organised, reliable and able to work under tight deadlines
- Willingness and capacity to respond to dynamic work environment and changing demands and opportunities of social media
- Sound knowledge of social media strategy, tools and best practices
- Strong technical skills including:
 - o Proficiency with social media platforms including native Facebook, Twitter and YouTube required;
 - o Experience scheduling posts and monitoring through third party social media managing tools such as Sprout Social, Hootsuite etc. required;
 - o Familiarity with graphic design, photo, video and audio editing software an asset (Adobe InDesign, Photoshop, Premier and/or Apple Final Cut, plus knowledge of open source, new or other tools) highly desirable;
 - o Experience with email distribution applications, customer/contact relationship management systems and web content management systems (Drupal) desirable
- Experience analysing social media audience and monitoring, measuring and reporting social media impact highly desirable
- Experience with photo and video organisation and sharing platforms desirable
- Outstanding writing and editing skills; strong attention to detail; ability to turn technical information into compelling stories
- Languages: English – native speaker or equivalent proficiency required; French and Spanish a plus
- Strong interpersonal skills and confidence interacting with IUCN staff and experts
- Offers new solutions to problems; demonstrates an 'outside the box' attitude; takes an interest in new ideas and new ways of doing things
- Committed to continuous learning. Keeps abreast of new developments in own profession; actively seeks to develop oneself professionally and personally; contributes to the learning of colleagues; shows willingness to learn from others; seeks feedback to learn and improve

SALARY

The gross annual salary for this position is in the range from CHF 80'640 to CHF 100'800, subject to deductions for social security contributions and second-pillar pension, and before tax.

APPLICATIONS

Applicants are requested to apply online through the HR Management System, by opening the vacancy announcement and pressing the "Apply" button at:

<https://hrms.iucn.org/vacancy/1438>

Applicants will be asked to create an account and submit their profile information. Applications will not be accepted after the closing date. The vacancy closes at midnight, Swiss time (GMT+1 / GMT+2 during Daylight Saving Time, DST). Please note that only selected applicants will be personally contacted for interviews.

Other job opportunities are published in the IUCN website: <http://www.iucn.org/involved/jobs/>

About IUCN

IUCN, International Union for Conservation of Nature, helps the world find pragmatic solutions to our most pressing environment and development challenges.

IUCN works on biodiversity, energy, human livelihoods and greening the world economy by supporting scientific research, managing field projects all over the world, and bringing governments, NGOs, the UN and companies together to develop policy, laws and best practice.

IUCN is the world's oldest and largest global environmental organization, with more than 1,200 government and NGO members

and almost 11,000 volunteer experts in some 160 countries. IUCN's work is supported by over 1,000 staff in 45 offices and hundreds of partners in public, NGO and private sectors around the world.
www.iucn.org