



International
Labour
Office

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Note for supervisors: Please complete the vacancy proposal form and submit it to the Director of the department/office for endorsement. For field positions additional approval is required by mail from the regional HR Partner before final submission to jpo@ilo.org.

VACANCY PROPOSAL FOR JUNIOR PROFESSIONAL OFFICERS (JPO)
Job Description Template – Headquarters and field positions

GENERAL INFORMATION:

Title: Junior Professional Officer in [Community manager \(digital communications - digital marketing\)](#)

Duty station: [Lima, Peru](#)

Duration of the assignment: 12 months, renewable

Grade: P2

Department/ Field Office: [Regional Office for Latin America and the Caribbean](#)

Organisational unit: [Regional Office](#)

SUPERVISION

Direct Supervision by:

Regional Communication & Public Info Officer RO-Latin America and the Caribbean

Content and methodology of supervision:

A time-bound work plan will be agreed between the JPO and the supervisor on the implementation of a strategy for the management of the RO social media accounts and digital marketing.

Regular meetings between the JPO and the supervisor about posts to social media accounts will be scheduled on a weekly basis.

Work will be discussed with, and reviewed by the supervisor at various stages before completion in order to verify the quality and the quantity of social media posts.

Statistics provided by social media such as number of followers, views, interactions, will be key to measure performance.

Performance management will be reviewed in accordance with ILO's Performance Management Framework, as applicable to Junior Professional Officers.

INTRODUCTION

The ILO Regional Office for Latin America and the Caribbean has the mission of contributing to the Organization's primary objective of promoting opportunities for women and men to obtain decent and productive work in conditions of freedom, equality, security and dignity. human.

As the main representation of the ILO in Latin America and the Caribbean, its mission is also to fulfill the four strategic objectives of the Organization: to promote rights at work, expand opportunities to access decent employment, improve social protection, and disseminate the use of tripartite social dialogue when addressing labor issues.

The Regional Office, based in Lima, Peru, has overall responsibility for guiding the operations of the ILO's network of country offices and Decent Work Teams in Latin American and Caribbean countries that are member states of the Organization. Labor International. This means providing an integrated vision, leadership, policy coherence, reinforcing the Organization's strategy in the region, as well as ensuring the effective and efficient execution of the program and budget, technical cooperation, and the development and monitoring of external alliances.

The community manager will be part of the communications team, under the supervision of the Regional Expert on Communications and Public Information.

The community manager should have the necessary knowledge to implement the digital communications strategy, and at the same time will get the knowledge and experience of developing such a task in a UN agency such as the ILO, in times of post COVID recovery, when more and better jobs are needed.

DUTIES AND RESPONSABILITIES

Under the direct supervision of the supervisor, the JPO will perform the following duties and responsibilities:

- Update and maintain the Regional Office social media accounts.
- Implement a digital marketing strategy.
- Track the impact of the Regional Office in social media platforms.
- Assist with the coverage of events and reports produced by the Regional Office.
- Collaborate with communications and public information actions.

During the period of assignment, the JPO will contribute to the following key outputs:

- Improve the visibility of ILO in the region.
- Promote de regional debate on key issues related to the world of work.
- Establish a solid communications strategy based on social media, including digital marketing.

QUALIFICATIONS AND EXPERIENCE

Education:

Minimum:

First university degree in the relevant field or equivalent in journalism, digital communications, communications for development or a related field.

Desirable:

An advanced university degree / Master's or Post Graduate Diploma in digital communications or a related field.

Work experience:

Minimum:

At least two years of experience in communications and public information or a relevant area, at the national / international level

Desirable:

Work experience in the digital communications field, including the use of digital marketing tools.

Skills required for the assignment:

Minimum:

Excellent skills in the use of social media platforms (Twitter, Instagram, Facebook), including digital marketing tools to improve engagement, visibility, interactions.

Very good knowledge of digital tools to improve the social media experience, including the publication of posts, or the collection of statistical information.

Good skills in the use of software to edit images and social media videos.

Excellent command of Spanish language. Must be able to write very well in Spanish.

Desirable:

Good knowledge of social, geographical, economic and political situation in Latin America and the Caribbean

Good skills in the use of CMS software for websites

Languages:

Minimum:

Excellent command Spanish language.

Fluent in English.

ILO competencies:

The candidate is expected to demonstrate and be guided by ILO competencies, specifically:

1. Good communication skills, both written and verbal.
2. Capacity to work on own initiative as well as cooperate as a team member.
3. The ability to work in a multicultural environment, and gender-sensitive behaviour and attitudes are also required.

TRAINING COMPONENTS AND LEARNING ELEMENTS

Training components:

Through the work as community manager improve the capacity to develop digital communications and digital marketing strategies for an organization such as ILO at the regional level.

Through guidance of the supervisor and senior colleagues get trained in communications and public information tasks and strategies at a UN system.

Learning elements:

- Become familiar with ILO's activities and proposals in the region.
- Become familiar with ILO's mandate and with the challenge to promote decent work.
- Interact with ILO experts and communicators in all the region.
- Familiarize yourself with the functioning of a UN system agency
- The JPO will gain in-depth knowledge of social media management and will further develop digital marketing skills as part of a communications and public information team.

BACKGROUND INFORMATION

The International Labour Organization (ILO) is devoted to promoting social justice and internationally recognized human and labour rights, pursuing its founding mission that social justice is essential to universal and lasting peace.

Only tripartite U.N. agency, the ILO brings together governments, employers and workers representatives of 187 member States , to set labour standards, develop policies and devise programmes promoting decent work for all women and men.

Today, the ILO's Decent Work agenda helps advance the economic and working conditions that give all workers, employers and governments a stake in lasting peace, prosperity and progress.

The communications and public information function at the Regional Office for Latin America and the Caribbean creates and promotes content to reflect ILO activities, research, events and proposals in the region.

Communications and public information products include press releases, news items, articles, multimedia products, and others, including those related to digital communications using social media platforms @OITAmericas and the website at www.ilo.org/americas

Most of the press releases and news items can be found at <https://www.ilo.org/americas/sala-de-prensa/lang--es/index.htm>

The media in different countries of the region are a key audience for the Regional Office communications products. Other key audiences are ILO constituents, labour experts, academics, civil society, UN organizations, and the general public.

The community manager position is more relevant than ever as part of the communications a public information function. Social media platforms have become key channels to achieve goals of greater visibility for ILO activities.

In times of post COVID recovery, it will be even more important to have a digital communications strategy to use social media platforms as a toll to promote the ILO Global to action for a human centered COVID-19 recovery.

The expected results include an increase in the number of followers of ILO accounts, and also in the number of post views and interactions, something that requires more publications of better quality, and also the use of digital marketing tools.

The ILO values diversity. We welcome applications from qualified women and men, particularly those with disabilities and from non – or under - represented member States. If needed, reasonable accommodation will be provided in the recruitment phase as well as during the JPO assignment to ensure equality of opportunities.

The ILO has a smoke-free environment.