



**UNITED NATIONS CHILDREN'S FUND**  
**JPO Request Form**

**Digital Content Officer – Communication and Advocacy**

**Training and Learning Plan**

- ✓ Participation in a one-week JPO Induction Programme in New York;
- ✓ Guidance and advice in relation to training opportunities within the field of expertise;
- ✓ Use of yearly JPO training funds for internal/external training opportunities;
- ✓ Participation in the Mentoring, Coaching, and Career Counselling and Career transition programmes;
- ✓ Encourage field mission and/or stretch assignment during and after the 2<sup>nd</sup> year

In addition, the JPO will benefit from the following specific learning opportunities in the receiving office:

- ✓ Participation in the Advocacy Capacity Building Initiative Workshops
- ✓ Access to all UNICEF Digital Communication Webinars and Workshops
- ✓ UNICEF Core training:
  - BSAFE (English)
  - Fraud awareness
  - Prevention of sexual harassment and abuse of authority
  - Prevention of sexual exploitation and abuse (PSEA)
  - Ethics and integrity at UNICEF
  - General Information Security Awareness Course
  - Child Safeguarding

Please also mention the following: (prospect for the JPO career wise and profile of the supervisor)

This role offers an exciting opportunity to work in one of the cutting-edge UN agencies, learning first-hand how UNICEF Photography works to document the situations of children around the world, focusing on countries in varied stages of development, including middle income countries. Our work relates to emergencies in Gaza, Sudan, Haiti, DR Congo, as well as Ukraine. It also documents UNICEF's work, in partnership with others, to promote and defend the rights of children everywhere. UNICEF Photography is utilized globally in support of advocacy communication, programme communication and development, and for fundraising and donor reporting. Since its inception in 1946, UNICEF's identity has been linked to photographic images of children.

The Senior Photo editor supervising the JPO has over 20 years of experience in communication working as a visual journalist and multimedia communications officer across the globe. She has relevant experience in the public and private sector as well field experience in hardship duty stations. She holds a MS in multimedia journalism, is currently working on a second masters in Global Environmental policy, and won a Pulitzer Prize in 2022 as part of the winning team from The Washington Post for public service. She was also a member of the photo staff at the United Nations headquarters and traveled abroad as a personal photographer to then, Secretary-General Ban Ki-moon.

Moreover, she is currently managing a stretch assignment with outstanding results for both the UNICEF Office and the Officer.

Information and living condition of Duty station: [For Filed Office locations only]	
General Information	<p>NYHQ Photography is a key driver of the visibility and potency of the UNICEF brand. As a team, we are instrumental in the production, selection and dissemination of images across all sections and priorities.</p> <p>UNICEF advocacy, communication and fundraising materials use photography to document both our programmatic work and illustrate our advocacy efforts to create impact. UNICEF's brand has been built through a long history of commissioning/creating compelling authentic images that document UNICEF's programmes as well its participants and staff.</p> <p>Showing our programme outcomes is of the utmost importance in creating and maintaining trust with the public and private sectors.</p> <p>In a global culture where visual media is pervasive, UNICEF maximizes the use of photographs and is able to articulate a position as to which images can be used and how they should or should not be presented. As in other areas of our work, the Convention on the Rights of the Child (CRC) offers a comprehensive framework to do this.</p> <p>UNICEF Photography promotes the appropriate use of images of children in all media. The accurate and respectful visual representation of children everywhere is part of defending children's rights, including their rights to expression, privacy and protection. Recognizing that children are frequently at risk of abuse, discrimination, stigma or other exploitation if their name or visual identity is known, UNICEF promotes international photography norms that protect children's identities – in both the making and the use of images of children – as needed.</p> <p>The Section is currently leading on the Visuals AI Imagery comms initiative. Our team drafted and oversaw the creation and completion of the <b>AI imagery guidelines</b> and were also a vital part of the AI Misinformation/Data Analysis efforts.</p> <p>The photo team plays an integral role in supporting our GCA teams and partners including the visual execution of <b>leadership missions</b> and <b>Goodwill Ambassador trips</b> across the world. Our curation work supports our global advocacy including <b>reports/launches/key moments</b> and reaches <u>millions</u> of viewers across channels.</p>

Security	NYHQ is a H duty station, there are no specific risks associated to the duty station.
Housing	Different types of long-term accommodation are available in New York: standalone houses, houses residential neighborhoods, apartments. These could be furnished and/or fully serviced, or unfurnished.
Schools & Childcare	There is an extensive offering of education programmes in New York. Most of international staff's children attend international schools with an academic system that is widely recognized abroad. International schools often include kindergarten and pre-school classes for younger kids.
Work for spouses & partners	Work opportunities for spouses/partners are limited. However, if hired by any organization a work permit must be applied for through the same hiring organisation.

## Reporting line of the JPO



\*\*\*You may use the GJP or use the Specific JD for the below sections\*\*\*



## UNITED NATIONS CHILDREN'S FUND SPECIFIC JOB PROFILE

### I. Post Information

Job Title: Digital Content Officer  
Supervisor Title/ Level: Senior Photo Editor/ P3  
Organizational Unit: Multimedia Section, Division  
of Global Communication and Advocacy  
Post Location: New York NYHQ

Job Level: P2  
Job Profile No.:  
Job Classification Level: P2

### II. Strategic Office Context and purpose for the job

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children's rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are violated.

The photo department within the Multimedia section at UNICEF NYHQ is seeking donor support for the funding of a JPO position for 2024-2025. The role of a Junior Communication Officer - Digital Content Specialist at UNICEF's headquarters in New York would be a critical addition to our communications team, enhancing our digital presence and storytelling impact. UNICEF, as the leading global organization advocating for the rights and well-being of children, relies heavily on innovative communication strategies to connect with diverse global audiences.

The JPO will also play an essential role in keeping UNICEF's communications at the cutting edge of digital innovation, particularly as global media trends shift towards visual, AI-driven content. The officers contribution will ensure that UNICEF not only remains competitive in the digital era but also ethically leads in the responsible use of new technologies. This role will ultimately contribute to the greater understanding of UNICEF's mission and the urgency of our work to protect children worldwide. The support of United Nations stakeholders for this role will help UNICEF leverage emerging digital media trends to further its mission.

This role will also work with teams to help safeguard against bias in conceptual imagery creation. The issue of bias must be taken into serious consideration when it comes to AI generation. Identifying bias in AI is imperative for upholding ethical content creation. Bias seeps into AI tools through training data and appears in the content they generate. These stereotypes can amplify racial, gender, geographic and other biases. Consideration is taken into the ways in which AI can introduce biases into representing the perspectives of children and young people. Having stop-gaps in human editorial oversight as a means to review final products prior to distribution to identify errors, bias and

stereotypes and to ensure the content upholds our brand and child rights principles is vital in the digital age. Mitigating bias through human oversight is therefore crucial for creating content that is inclusive and diverse.

With an increasing need to amplify the voices of vulnerable children and highlight our global initiatives, the addition of a digital content specialist will significantly enhance UNICEF's outreach efforts and create lasting change for children globally.

**Purpose for the job:**

UNICEF is seeking a creative and motivated Junior Communication Officer - Digital Content Officer to support our communications team. In this entry-level role, the JPO will assist in producing, editing, and managing multimedia content for social media, website, and digital campaigns, helping to amplify the voices of children and raise awareness of our global initiatives. They will be at the forefront of capturing the powerful visuals of UNICEF's global impact and translating them into compelling content across platforms. Their responsibilities will include curating and editing photo-centric social media carousels, ensuring they resonate deeply with audiences while promoting UNICEF's mission and programs. This role is ideal for someone who is visually driven, creative, and excited about the opportunity to make a tangible difference through digital media. They will also monitor the ethical implications of using emerging technologies such as AI in visual storytelling.

**III. Key functions, accountabilities and related duties/tasks:**

The Digital Content Officer role resides within the Multimedia Unit in the Digital Strategy Section, as part of the Division of Communications and reports directly to the Senior Photography Editor. The Digital Strategy Section manages all global digital channels and digital communications for UNICEF, including unicef.org in 5 UN languages, global social media channels, and digital multimedia content creation. The Section is also responsible for the build, management and maintenance of global website properties, including country and regional office support for digital transformation, governance and capacity building.

Duties include:

- Communication products and platforms: Create and design visually appealing photo, infographics, and multimedia carousels that convey UNICEF's mission/programs and work effectively on social platforms raising awareness of global issues affecting children.
- Collaborate with UNICEF's social media teams to create and design dynamic photo driven content that fosters engagement with global audiences. Collaborate closely with program teams to ensure the accuracy and sensitivity of content, ensuring that stories are ethically captured and presented.
- Visual Storytelling & Captioning: Write impactful, succinct captions that accompany photo carousels, telling the story behind each image with emotional depth and clarity.
- Monitor social media trends related to photo-driven content, analyze metrics, and recommend strategies to enhance engagement and reach.
- AI & Ethical Implications in Visual Media: Monitor the use of AI in visual content creation in line with UNICEF synthetic imagery guidelines and its impact on representation, accuracy, and authenticity in photo-based storytelling.

- Evaluate the ethical implications of AI-driven tools in projects where AI-generated illustrations or modifications are used in workplaces or program visuals, ensuring UNICEF maintains high standards for authenticity and child rights.
- Stay informed about trends in AI and digital content to both monitor and explore new methods for content creation and storytelling. At times leveraging AI tools to create dynamic conceptual imagery content, including captions, and visuals that support UNICEF's objectives.
- Photo Editing & Visual Content: Support photo team: this position requires support in writing capacity and experience. The incumbent is responsible for supporting and writing captions, copyediting, editing and research functions and curations as needed.
- The position assists as needed on key areas as defined by emerging priorities articulated by the Executive Director, the Division of Communication, Cause Framework areas of focus, functions of organizational priorities, campaigns and supporter engagement. The incumbent will consistently apply high editorial standards to all texts, meets tight deadlines and have the flexibility to undertake weekend work, if needed.
- Stay up to date on photography best practices and recommend new approaches to improve content quality and engagement.

#### IV. Impact of Results

The efficiency and efficacy of support provided by the Digital Content Officer will contribute to several high-impact programs and initiatives, including:

- **Global Impact Storytelling:** The JPO will be responsible for curating and editing photo-centric social media content that captures the essence of UNICEF's fieldwork and global impact. By presenting these powerful stories in an engaging format, the JPO will help translate UNICEF's core values into relatable, shareable content, increasing public engagement and advocacy for children's rights.
- **Technologies and Ethical Use of AI:** As AI technologies become more integrated into digital media, the ethical implications of their use in visual storytelling are paramount. The JPO will be at the forefront of helping guide the ethical application of AI in UNICEF's visual content. They will ensure additional oversight of multimedia, including photo, video, and audio content, complies with UNICEF's ethical standards, preserving integrity and authenticity while exploring new technological opportunities.

#### V. Competencies and level of proficiency required

<p><b><u>Core Values attributes</u></b></p> <ul style="list-style-type: none"> <li>• Commitment</li> <li>• Diversity and inclusion</li> <li>• Integrity</li> <li>• Care</li> <li>• Respect</li> <li>• Trust</li> <li>• Accountability</li> </ul> <p><b><u>Core competencies skills</u></b></p> <ul style="list-style-type: none"> <li>• Communication [2]</li> <li>• Working with People [1]</li> <li>• Nurtures, Leads and Manages People (1)</li> <li>• Demonstrates Self Awareness and Ethical Awareness (2)</li> <li>• Works Collaboratively with others (2)</li> <li>• Builds and Maintains Partnerships (2)</li> <li>• Innovates and Embraces Change (2)</li> <li>• Thinks and Acts Strategically (2)</li> <li>• Drives to achieve impactful results (2)</li> <li>• Manages ambiguity and complexity (2)</li> </ul>	<p><b><u>Functional Competencies</u></b></p> <ul style="list-style-type: none"> <li>• Applying Technical Expertise [1]</li> <li>• Analysing [1]</li> <li>• Learning and Researching [2]</li> <li>• Planning and Organizing [1]</li> <li>• Following instructions and Procedures [2]</li> <li>• Adapting and Responding to Change [2]</li> <li>• Deciding and Initiating Action [2]</li> <li>• Persuading and influencing (1)</li> </ul>
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<b>VI. Recruitment Qualifications</b>	
Education:	A university degree in one of the following fields is required: communication, journalism, writing photography or in international relations, public relations, social/human sciences and/or other related field.
Experience:	At least (2) years of relevant professional experience in one or more of the following areas is required in an editorial environment,

	<p>including proofreading, fact-checking and copyediting and/or graphic design is required.</p> <p>Relevant experience in a UN system agency or organization is considered as an asset</p> <p>Proficiency in photo editing software (Adobe Photoshop, Lightroom, Canva, or similar).</p> <p>Familiarity with AI-driven tools for content creation and a willingness to learn new technologies.</p> <p>Strong writing skills, particularly in crafting social media caption content and storytelling.</p> <p>High level of engagement with digital media, social media platforms, and online engagement.</p> <p>Commitment to UNICEF's mission to advocate for the rights and well-being of every child.</p> <p>Excellent organizational and multitasking skills, with attention to detail.</p> <p>Ability to work independently as well as in a collaborative team environment.</p> <p>Previous experience in a similar role, internship, or volunteer experience is a plus but not required.</p>
Language Requirements:	<p>Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.</p>