

Switzerland for UNHCR hires a Social Media Associate

Contract Type: 80-100% - permanent position

Place of work: Geneva - other locations in Switzerland can be discussed -

Starting date: As soon as possible

About Switzerland for UNHCR, the Swiss Foundation for UNHCR

UNHCR, the United Nations Refugee Agency, is a global organization dedicated to saving lives, protecting the rights of refugees and building a better future for the millions of people forced to flee their homes.

Since 1950, UNHCR has responded to multiple crises on different continents and has provided vital assistance to refugees, asylum-seekers, internally displaced and stateless people, many of whom have nowhere else to turn. Its work was aimed at ensuring their rights, protection and assistance, preserving their dignity and well-being.

The Swiss Foundation for UNHCR, **Switzerland for UNHCR** (CH4U), is the UN Refugee Agency's national partner for Switzerland. We support UNHCR's mission by mobilizing essential resources and raising awareness on behalf of those who are forced to flee.

To allow UNHCR to protect forcibly displaced populations, the Foundation needs the support of the Swiss people. Every Franc donated is spent in a responsible and transparent manner, and donations are tax exempt.

Switzerland for UNHCR also carries out awareness and advocacy initiatives to draw the general public's attention to the challenges faced by people forced to flee around the world, and to what UNHCR does to protect them.

The Foundation is currently looking for a passionate and dedicated Social Media Associate to join our team at Switzerland for UNHCR and that will be in charge of managing CH4U's social media accounts.

ROLE

Within a growing team, this position reports and is under the responsibility of the Head of Communications & Innovation.

The selected candidate will contribute to driving and amplifying impactful campaigns to promote the cause of refugees and produce content for the different communities that we engage with on the different social media platforms that CH4U uses.

MAIN RESPONSIBILITIES

Scope of the Assignment

The Communications Associate will take the following responsibilities:

Social Media Production and Management:

- Participate to the development and implementation of a comprehensive social media strategy to raise awareness about refugee issues and UNHCR's efforts, and responsibility of its daily implementation.
- Create and curate compelling content for our social media platforms - the main ones being LinkedIn, Instagram, and Facebook - that resonates with our different target audiences and help launch other relevant platforms.
- Schedule and publish posts, ensuring consistency and maintaining a cohesive brand voice monitored in a content calendar.
- Coordinate social media posts with relevant stakeholders such as UNHCR Office for Switzerland and Liechtenstein and UNHCR HQ.
- Monitor social media channels, respond to comments, messages, and inquiries promptly and professionally.
- Stay up to date with social media trends, platform updates, and best practices.

Community Engagement:

- In collaboration with the donor relations and the overall marketing team, cultivate and nurture an engaged online community by fostering meaningful interactions, discussions, and user-generated content.
- Identify and collaborate with key influencers, partners, and stakeholders to expand the reach of our refugee awareness initiatives.
- Monitor online conversations related to refugees, UNHCR, and relevant topics, and actively participate in discussions when appropriate.

Fundraising Campaigns and Partnership Highlighting:

- Support fundraising campaigns by planning organic content with the aim to amplify its message.
- Identify and showcase partnerships with relevant organizations, businesses, and influencers that align with our mission and values.
- Support the partnerships team by creating content that emphasizes the collective efforts and impact of working together towards refugee support.

Content Development:

- Build, produce, edit and post videos for our social media channels, predominantly Instagram, Facebook and LinkedIn.
- Collaborate within the communications team to create engaging multimedia content, including graphics, videos, and infographics.
- Ensure that all social media content is culturally sensitive and tailored to resonate with a Swiss audience.
- Conduct research on Swiss social and cultural trends, ensuring content is relevant and inclusive for the local audience.
- Write compelling and impactful copy for social media posts, articles, and other promotional materials.

Analytics and Reporting:

- Monitor and analyze social media performance metrics, providing regular reports and insights to measure the impact of our efforts.

- Use analytics to identify opportunities for improvement and refine strategies.

PROFILE

The ideal candidate is a passionate, professional, results-oriented individual, with a proven experience with the management of social media. Experience with an international not for profit (IGO-INGO) or humanitarian organization would be an asset.

Key competencies

- Minimum of 1 year of relevant work experience
- Experience working for an International non-for-profit agency / organization is considered an asset
- Proven work experience as a Community Manager or in a similar social media management role
- Graduate degree or CFC / professional maturity with equivalent in experience to reach graduate level
- Ability to use initiative, prioritize, multi-task, and proven ability to meet deadlines
- Creative ability to conceptualize and execute engaging social media campaigns
- Clear and systematic thinking that demonstrates good judgment and problem-solving competencies
- Good analytical skills
- Well organized and structured
- Ability to supervise an Intern or Apprentice
- Ability to manage small projects if delegated by upper levels with close supervision
- Excellent written and oral communication and interpersonal skills in a fast-paced multi-cultural and multilingual environment
- Capacity to work autonomously as well as a team player
- Capacity to interact with internal and external stakeholder

Other requirements

- Knowledge, interest and a strong commitment for the work and mission of UNHCR and the refugee cause
- Excellent command of English and French, as well as another Swiss language (DE/IT)
- Strong knowledge in crafting content for and publishing to all major social platforms such as Instagram, LinkedIn, Twitter, Facebook, Tik Tok, Snapchat, YouTube, and awareness of emerging trends and platforms.
- Excellent computer skills and knowledge of MS Office applications
- Proficiency in the Adobe Creative Suite particularly Photoshop, Premiere, and After Effects strongly encouraged.

Interested candidates can send their cover letter and CV to the Swiss Foundation by email to hr@unrefugees.ch, until **October 8th, 2023**, mentioning the reference: Social Media Associate.

Only selected candidates will be contacted. The Foundation is an equal opportunity employer and proud to make diversity a strength.