



ITU is the leading United Nations agency for information and communication technologies, with the mission to connect the world. To achieve this, ITU manages the radio-frequency spectrum and satellite orbits at the international level, works to improve communication infrastructure in the developing world, and establishes global standards that foster seamless interconnection of a vast range of communication systems. ITU also organizes global Telecom events bringing together the most influential representatives of government and the private sector to exchange ideas and knowledge for the benefit of all.

VACANCY NOTICE N° 5P-2020/SG-SPM/EXTERNAL/P4

Date of Issue: 23 January 2020

Currently accepting applications

Applications from women are encouraged

Functions: Senior Digital Strategy Officer

Post Number: PM04/P4/210

Deadline for Applications (23.59 Geneva CH) :
23 March 2020

Duration of Contract: 2 years with possibility
of renewal for 2 additional years

Type of Appointment: Fixed-term
Appointment

Duty Station: Geneva, Switzerland

Grade: P4

Organ:

The General Secretariat directs all the administrative and financial aspects of the Union's activities, including the implementation of the provisions of the administrative regulations on operational questions, the dissemination of information on telecommunication matters for operational and other purposes, the provision of legal advice to the Bureaux of the Union and the departments of the General Secretariat, logistic support to the Union's activities including conferences, the coordination of the work of the Union with other international organizations, the dissemination of information to the Member States and Sector Members, press, corporate and individual users of telecommunications and the general public. The General Secretariat is also responsible for the organization of world telecommunication exhibitions and forums.

Organization Unit:

Within the General Secretariat, the Strategic Planning and Membership Department (SPM) advises the Secretary-General on strategic challenges and their implications for the Union in the fast evolving telecommunications/ICT environment; develops forward-looking strategic proposals to the ITU management team with a view to ensuring that the organization meets the objectives assigned by the membership; plans and coordinates the corporate and strategic activities with a view to ensuring their accordance with membership objectives; organizes and provides secretariat services to the Plenipotentiary Conference, Council, and other meetings in the general secretariat in order to achieve a high level of involvement from Member States and Sector Members,

develops and maintains sound relations with Member States, Sector Members and other entities, the UN and other international organizations. The Department is also responsible for providing expert advice on communication and promotion strategies and for developing and implementing the Union's corporate communication plan in cooperation with the three Sectors with a view to promoting ITU leadership in the field of telecommunications and ICT.

Duties / Responsibilities

In the Strategic Planning and Membership Department (SPM), and under the direct supervision of the Head, Strategic Communications Division, the incumbent performs the following duties:

- Develops, implements and updates a monitoring and evaluation of communication framework for corporate digital channels, platforms and content. Sets up tracking solutions, including a standardized analytics dashboard with notifications and reports based on Key Performance Indicators (KPIs) for individual and consolidated analysis across corporate digital channels and platforms.
- Develops, implements and updates a digital governance framework (including policies, guidelines, Standard Operating Procedures (SOPs), checklists, templates, KPIs, reporting measures, etc.) and strategy for corporate digital channels, including but not limited to web, social media and multimedia channels and platforms, newsletters, paid social advertising, email and advocacy campaigns and blogs.
- Develops, implements and updates a content marketing strategy for corporate digital channels, platforms and content to maximize user conversion at digital touchpoints in their customer journey.
- Manages the project around the development and implementation (in particular of business and user requirements and experience optimization) of a new ITU public-facing website, interfacing with IT/web/digital professionals across ITU and external service providers while engaging business owners and users across ITU and external stakeholders and users. Meanwhile, maintains the current public-facing website. Maintains the new public-facing website, regularly identifying new business and user requirements and technologies and practices to meet them; liaising with Information Services Department (IS)/IT in ITU and external service providers to develop and implement them.
- Keeps abreast of relevant technologies and good practices, particularly in the fields of content marketing, influencer and community engagement and digital transformation to optimize work processes of the Division and relevance of ITU. Continuously tests, prototypes and validates promising technologies and practices. Provides relevant training.
- Manages a team, including social media/community engagement, web and digital communication officers.
- Performs other related duties as assigned.

Competencies

- **Core Competencies:** Applying Expertise; Effective Communication; Learning and Knowledge Sharing; Organizational Commitment; Results-Focused, and; Teamwork and Collaboration.
- **Essential Functional Competencies:** Innovation and Facilitating Change; Client and Service Orientation; Planning and Organizing, and; Successful Management.
- **Essential Technical Competencies:** Digital governance; Digital strategy; Monitoring and evaluation of communications; Social media, web, newsletter and multimedia platform management; Community and influencer engagement; Content marketing; Business development.

Qualifications required

Education:

Advanced university degree in communications, digital communications, business, content marketing or other related field OR education in a reputed college of advanced education with a diploma of equivalent standard to that of an advanced university degree in one of the fields above. For internal candidates, a first university degree in one of the fields above in combination with ten years of qualifying experience may be accepted in lieu of an advanced university degree for promotion or rotation purposes. Google analytics and project management certifications would be an asset.

Experience:

At least seven years of progressively responsible experience in digital governance, digital strategy, content marketing, community and influencer engagement, communications, social media and/or web migration/development, including at least three years at the international level. A Doctorate in a related field can be considered as a substitute for three years of working experience.

Languages:

Knowledge of one of the six official languages of the Union (Arabic, Chinese, English, French, Russian, Spanish) at advanced level and knowledge of a second official language at intermediate level. Knowledge of a third official language would be an advantage. (Under the provisions of Resolution No. 626 of the Council, a relaxation of the language requirements may be authorized in the case of candidates from developing countries: when candidates from such countries possess a thorough knowledge of one of the official languages of the Union, their applications may be taken into consideration.)

Additional Information:

Salary:

Total annual salary consists of a net annual salary (net of taxes and before medical insurance and pension fund deductions) in US dollars and a post adjustment (PA) (cost of living allowance). The PA is variable and subject to change without notice in accordance with the rates as set within the UN Common System for salaries and allowances.

Annual salary from \$ 73,516 + post adjustment \$ 56,901

Other allowances and benefits subject to specific terms of appointment, please refer to <http://www.itu.int/en/careers/Pages/Conditions-of-Employment.aspx>

Applicants will be contacted directly if selected for written test. Interviews may be used as a form of screening.

For further information concerning the Conditions of Employment please click [the following link](#)

Applicants will be contacted only if they are under serious consideration

Currently accepting applications



ITU is a smoke-free environment