

## **Call for applications**

### **Digital and Social Media Agency**

#### **About UNESCO MGIEP:**

UNESCO Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP), in India is the only UNESCO category 1 Research Institute in Asia Pacific that focuses on the Sustainable Development Goal (SDG) 4.7 towards education for peace, sustainable development and global citizenship. In this, the Institute is guided by its vision of 'transforming education for humanity'.

UNESCO MGIEP has identified four core competencies as vital for youth towards achieving peaceful and sustainable societies. These competencies form the 'new integrative' and are the basis for development of new curriculum / learning systems.

(1) Critical Inquiry (2) Mindfulness (3) Empathy (4) Compassion

Among the many stakeholders of UNESCO MGIEP's programmes are ministries of education of UNESCO's member states, educators, learners, tech-ed pioneers, young changemakers, senior decision makers, global young leaders etc.

One of the key ways in which UNESCO MGIEP attracts and engages with its diverse stakeholders is via its existing digital and social media platforms including the institute's website and blog, Facebook account, Twitter page, Instagram page, YouTube account and LinkedIn page.

In order to increase its global outreach, UNESCO MGIEP is calling for digital and social media agencies for the following tasks:

1. Developing and executing monthly social media editorial calendars with various online activities including Facebook campaigns, twitter chats, Google+ Hangouts, Instagram Campaigns etc in line with UNESCO MGIEP's calendar of events.
2. Maintaining and expanding UNESCO MGIEP's online communities, drafting and editing content such as photos and information-based graphics and ensuring strategic placement as well as responding to its audience's questions and engaging them meaningfully and in line with UNESCO MGIEP's social media guidelines;
3. Creating strategies for targeted boosting of social media posts as per the need of a particular campaign (on the basis of geographical region, gender, profession, age, interests etc)
4. Successfully develop and incorporate mass emailing into the campaigns using UNESCO MGIEP's existing mailing database.
5. Incorporate targeted LinkedIn campaigns as part of larger campaigns as per requirement shared by UNESCO MGIEP communications officer.

6. Developing social media packs for important days such as International Youth Day, International Day of Non-Violence etc;
7. Developing and updating list of Twitter accounts and Facebook pages of key UNESCO MGIEP partners/stakeholders and groups in line with UNESCO MGIEP's target groups to facilitate more focused group advocacy. Also identify key social media influencers and bloggers that can be invited for certain UNESCO MGIEP events; virtual and physical.
8. Monitoring and providing regular analytics on UNESCO MGIEP's social media channels. Mapping the social media platforms for UNESCO MGIEP and also do an impact analysis on social media reach;
9. Advising programme teams on leveraging social media platforms for events, conferences and talks.
10. Conducting routine training programmes for staff on how to effectively use new social media platforms.
11. Increasing social media presence through live tweeting at global and local events.
12. Work with other project managers to develop a weekly and monthly content management plan.
13. Identify new opportunities to continually improve the social media presence to engage supporters and nurture them into followers.
14. Liaise and work graphic designers as needed, to produce visuals and info graphics for use in social media campaigns.
15. Liaise and engage with videographers to record, edit and produce high-impact audio-visual advocacy tools in social media campaigns and events.

### **Specific Tasks**

1. Work with the focal communications and social media officer of UNESCO MGIEP to gain appropriate input on social networking initiatives and strategies.
2. Monitor trends in social media tools and applications and appropriately apply that knowledge to increasing and improve the use of social media.
3. Obtain appropriate management approval for all social networking initiatives.

4. Ensure that all social networking strategies are compliant with brand regulations and social media guidelines.
5. Work to ensure consistency across all social media platforms.
6. Stay abreast of new social media sites, platforms and emerging technologies.
7. Advise on matters related to content and overall user experience of social media sites.
8. Help refine and grow content on social media platforms.

### **Expected Background and Experience**

1. Experience in social media, marketing in particular with social media tools and platforms such as Facebook, Twitter, LinkedIn, Flickr, YouTube, Vimeo, etc.
2. Experience in implementing social media strategies for non-profit organizations and/or private sector companies and tracking their success and analysing results is essential.
3. Experience sourcing and managing content development and publishing for social networking functions.
4. Understand and can utilize emerging platforms and social media measurement tools including: Awareness, Radian6, Sprout Social, HootSuite, Seismic, Tweetdeck, Klout, Peer Index, etc.
5. Ability to manage multiple initiatives and priorities within specified timeframes.
6. Proven ability to present and communicate new projects to a varied audience.
7. Proven skills in communication, networking, strategic thinking, advocacy, negotiation.
8. Proven ability to conceptualize, plan and execute ideas as well as transfer knowledge and skills.
9. Experience in reporting on qualitative and quantitative analytics.

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Interested digital and social media agencies are requested to send in the following documents in order to be considered for the position:

- 1) Complete portfolio of previous work done
- 2) Impact reports
- 3) A cover letter with relevant contact details

Please send in the above documents to the following email address:

[r.bhatnagar@unesco.org](mailto:r.bhatnagar@unesco.org).

**The deadline for applications is 20<sup>th</sup> July 2017.**

Representatives of the short-listed agencies will be requested to appear for an interview.