



We are pleased to announce the following vacancy:

**VA JID 2203 – Social Media Associate (Extension)**

CLOSING DATE: **10 July 2022 (4:00 pm Bangkok time)**  
 CATEGORY: Individual Consultant Contract  
 DUTY STATION: Bangkok (Thailand country office)  
 DURATION: 1 July to 31 December 2022  
 ORGANIZATION UNIT: **UNFPA Country Office, Bangkok, Thailand**

<b>TERMS OF REFERENCE Social Media Associate</b>	
Hiring Office:	UNFPA Thailand Country Office
Purpose of consultancy:	<p>UNFPA is the United Nations sexual and reproductive health agency. The three Transformative Results in the new UNFPA Strategic Plan aim to end preventable maternal deaths, end the unmet need for family planning, and end gender-based violence and all harmful practices globally.</p> <p>In Thailand, UNFPA has worked for five decades. It now begins its cooperation framework with the Thai government under the 12<sup>th</sup> country program to accelerate the three Transformative Results amid population ageing in the country. With that, the consultant is to assist in utilising social media as a vital tool to increase UNFPA’s visibility among Thai netizens and to recruit supporters from the general public as advocates for policy changes and resource mobilization to accelerate the three Transformative Results. This will support Thailand to become a high-opportunity society in which vulnerable population groups including youth with disabilities, ethnic youth, teen mothers and older persons can enjoy rights to sexual and reproductive health and a life free of gender-based violence.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<p>The incumbent will work under the direct supervision of the Communications Specialist and work closely with the Head of Office a.i., and the team of UNFPA Thailand.</p> <p><b>Responsibilities:</b></p> <p>Under the guidance and supervision of the Communications Specialist, the incumbent is responsible for the following duties:</p> <p><b>Social media strategy, management and content production:</b></p> <ul style="list-style-type: none"> <li>• Jointly develop UNFPA Thailand’s social media strategy with the Communications Specialist together as well as defining social media KPIs, key results, monitoring SEO, campaign metrics and user engagement and suggesting content optimization.</li> <li>• Assists in the daily implementation of social media activities and campaigns of UNFPA Thailand to engage with local and international audiences on UNFPA priority issues and/or major events, including the coordination of activities, monitoring and reporting on progress to increase followers or followers’ interactions, taking appropriate follow-up actions, and analysing the outcomes of the social media activities.</li> <li>• Produces social media assets in Thai and English languages in various formats (e.g., infographics, videos, etc.), including writing draft posts, production of content (graphic design, audio/video editing, etc.), obtaining clearances, editing copy, and coordinating design approval, posting social media posts and managing</li> </ul>

	<p>responses on the UNFPA Thailand's present and future social media platforms including but not limited to FB, Twitter, Instagram, YouTube, Tik Tok and LinkedIn.</p> <ul style="list-style-type: none"> <li>• Assists in managing the development and updating of internal databases; updates content on social media platforms; generates a variety of standard and non-standard statistical and other reports from various databases.</li> <li>• Acts as a focal point on social media matters, monitoring and reporting on the latest trends and developments, responding to queries, and participating in the monitoring and evaluation of the impact of the UNFPA campaigns on social media.</li> </ul> <p><b>Production of communications materials:</b></p> <ul style="list-style-type: none"> <li>• Provides assistance to the Communications Specialist and UNFPA Thailand team in the production and delivery of UNFPA Thailand information/communications products and services both on the UNFPA website and social media platforms, including e-publications and live-streamed events.</li> <li>• Researches a broad scope of information sources, printed and electronic; compiles and presents information for use in the preparation and production of communications products/services for external audiences at the national and sub-national levels including the general public and the private sector on social media platforms.</li> </ul> <p><b>Public campaigns and events:</b></p> <ul style="list-style-type: none"> <li>• Assists in the organizing, coordinating and implementing of social media-related campaigns and events on UNFPA activities, coordinating with diverse partners.</li> <li>• Participates in the planning and implementation of communication campaigns on social media platforms. Under close supervision and guideline, prepare draft content including translating or adapting materials from UNFPA's Media and Communications Branch into the Thai language.</li> <li>• Assists in public information/outreach and engagement with the public and partners, such as exhibitions, outreach to young people and communities, presentations, etc.</li> <li>• Assists in the monitoring and reporting of activities, evaluating activities, and identifying tools for communicating UNFPA mandates.</li> <li>• Provides support and guidance to colleagues, consultants, and/or interns on social media communications.</li> <li>• Perform other duties as required.</li> </ul>
Duration and working schedule:	1 July to 31 December 2022 (6 months)
Place where services are to be delivered:	UNFPA Thailand Country Office, Bangkok
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<ul style="list-style-type: none"> <li>• Sets of social media assets as agreed with the supervisor.</li> <li>• Monthly analytical report of activities and progress on UNFPA Thailand social media platforms and recommendations for a progressive number of followers and/or followers' interactions.</li> </ul>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<ol style="list-style-type: none"> <li>1. Attend the CO meetings and technical meeting</li> <li>2. Regular update on progress with the supervisor.</li> </ol>

Supervisory arrangements:	Ms. Kullwadee Sumalnop, Communications Specialist
Expected travel:	Not foreseen.
Required expertise, qualifications and competencies, including language requirements:	<p><b>Education:</b> A high school diploma or equivalent is required. A graduate in journalism, marketing communications or public relations is desirable.</p> <p><b>Knowledge and Experience:</b></p> <ul style="list-style-type: none"> <li>• Thai nationals</li> <li>• A minimum of seven years of experience in social media account management, public information, public relations, or related field is required.</li> <li>• Experience producing material for and managing social media platforms is required.</li> <li>• Experience in digital or print content production including graphic design, photography, and videography for online platforms, utilizing relevant design and desktop publishing hardware and software is desirable.</li> <li>• Experience working within the United Nations Common System, or a comparable international organization is desirable.</li> <li>• Experience in writing, editing and adapting public information material to print and online platforms is desirable.</li> <li>• Strong verbal and writing skills both in English and Thai.</li> </ul> <p><b>Languages:</b></p> <ul style="list-style-type: none"> <li>• Proficient in English and Thai languages, spoken and written</li> </ul>
Inputs/services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	<ul style="list-style-type: none"> <li>• UNFPA mandates, Strategic Plan and the 12<sup>th</sup> CPD of UNFPA in Thailand</li> <li>• Policy and Procedures Manual (PPM) on communications including UNFPA Social Media Policy, UNFPA Social Media Guidelines, UNFPA Social Media Strategy, Information Disclosure Policy, UNFPA Public Information and Communications Policy and Publications Policy.</li> <li>• Other related guidelines.</li> </ul>
Other relevant information or special conditions, if any:	<b>Terms of payment:</b> On monthly basis against approved duly signed timesheet by the supervisor
<p><b>How to apply:</b></p> <p>Candidates should submit the following documents:</p> <ol style="list-style-type: none"> <li>1. An application letter which states the candidate's motivation to apply for this post,</li> <li>2. A curriculum vitae, and</li> <li>3. A completed United Nations Personal History (P 11) with at least two references</li> </ol> <p>All the above documents must be sent by e-mail to <a href="mailto:thailand.office@unfpa.org">thailand.office@unfpa.org</a></p> <p>The P11 is available on the UNFPA websites at: <a href="https://thailand.unfpa.org/en/vacancies/un-application-form-p-11-form">https://thailand.unfpa.org/en/vacancies/un-application-form-p-11-form</a></p> <p>Please quote the Vacancy number <b>JID 2203 Consultant – Social Media Associate</b></p> <p>The deadline for application is extended to <b>Sunday, 10 July 2022, at 4:00pm Bangkok time.</b></p> <p>This position is open for Thai nationals only. Only short-listed candidates will be notified.</p> <p><i>UNFPA provides a work environment that reflects the values of gender equality, teamwork, Embracing diversity in all its forms, integrity and a healthy balance of work and life. We are committed to maintaining our balanced gender distribution and therefore encourage women to apply. UNFPA promotes equal opportunities for all including persons with disabilities.</i></p> <p><i>Notice: There is no application, processing or other fee at any stage of the application process. UNFPA does not solicit or screen for information in respect of HIV or AIDS and does not discriminate on the basis of HIV/AIDS status.</i></p>	

**Date issued:** Wednesday, 15 June 2022

**Date Closed:** Sunday, 10 July 2022, at 4:00pm Bangkok time.