



International Organization for Migration (IOM)  
The UN Migration Agency

Position Title : **Consultant - Digital Engagement Specialist**  
Duty Station : **Bangkok, Thailand**

Classification : **Consultant, Grade OTHE**  
Type of Appointment : **Consultant, Three months\***  
Estimated Start Date : **As soon as possible**  
Closing Date : **17 May 2018**

*Established in 1951, IOM is a Related Organization of the United Nations, and as the leading UN agency in the field of migration, works closely with governmental, intergovernmental and non-governmental partners. IOM is dedicated to promoting humane and orderly migration for the benefit of all. It does so by providing services and advice to governments and migrants.*

### **Context:**

The IOM X Programme is a multimedia initiative of the International Organization for Migration (IOM) to raise awareness and contribute to the prevention of human trafficking and the promotion of safe migration messaging. The overarching objective of IOM X is to inspire social resilience to human exploitation and trafficking in persons in the Asia-Pacific Region, and to strengthen the individual adaptive capacity of young migrants and aspirant migrants. The IOM X Programme consists of five components: Media Content and Distribution, Live Engagement, Digital Engagement, Research and Learning and Monitoring and Evaluation. All five components together form a strategic framework response to disseminating key information to raise awareness about human trafficking.

Under the overall guidance of the Senior Regional Migrant Assistance Specialist, the direct supervision of the IOM X Technical Project Leader, and technical guidance from other relevant colleagues, the consultant will take a coordinating role in the continued development and management of IOM X's digital strategy. This will include driving online engagement, content development, analysis and reporting, to progress in the area of counter trafficking awareness and prevention.

### **Core Functions / Responsibilities:**

1. Manage the IOM X website, including the maintenance and expansion of interactive engagement interfaces as they apply to the LEARN, ACT, SHARE engagement framework in line with IOM X's digital strategy.
2. Plan and manage the implementation of comprehensive multi-channel digital media campaigns, and drive innovative and sustainable outreach to increase visibility of iomx.org and peripheral online media portals.
3. Generate traffic and strengthen substantive and meaningful digital engagement through strategic messaging, audio-visual content development programs as well as SEO with a particular focus on generating engagement and conversations via social media campaigns.
4. Drive the development & execution of the IOM X social media strategy in line with IOM X campaign and partnership objectives, which include coordinating day-to-day content production, creation, coordination and analytics.

5. Collaborate closely with colleagues and partners to best integrate digital outreach into the comprehensive campaign to maximize consistency while amplifying campaign messaging and decentralizing content production. These efforts may necessitate building capacity of digital contributors in order to ensure that content produced by IOM X Focal Points in relevant IOM country offices are supported to produce quality content for social media.
6. Define key performance indicators and implement measurement, analytics and reporting methods to gauge success.
7. Continue to develop the IOM X social listening post, to maximize IOM X's social and online analytics capacity which will assist with the refinement, delivery and production of IOM X messaging based on observable online attitudes.
8. Ensure and manage the development of creative content for IOM X digital platforms in a way that remains relevant for a wide range of stakeholders and audiences, including donors, partners, TIP community organizations, talent, media, and localized youth activism efforts in key markets across Asia and throughout the world. Content priorities include, but are not limited to, video, blog, evergreen campaigns, photo series. Where possible opportunities to strengthen the voice and participation of the IOM X Campaign's target audience (especially youth from APR countries) should be prioritized.
9. Lead initiating and/ or furthering partnerships with private sector partners including, but not limited to, technology, telecommunications, online media companies in order to maximize promotion and engagement of IOM X online content and to develop innovative approaches to support the prevention of human trafficking.
10. Assess and oversee relevant content management systems, including photo and web assets.  
Provide constructive input and creative ideas to further and continuously progress digital integration and exposure of existing IOM X media deliverables including audio-visual materials and scripting.
11. Coordinate external service providers including web-design, illustrative designers, consultants and translation services.
12. Contribute to the realization of IOM's broad institutional priorities and activities, as necessary, including those specific to Asia and the Pacific.
13. Perform such other duties as may be assigned.

### ***Required Qualifications and Experience:***

#### **Education**

- Master's Degree in Marketing, Advertising, Multi Media Studies, Communications or a related field from an accredited academic institution with two years of relevant professional experience; or
- University Degree in above fields with four years of relevant professional experience.

#### **Experience**

- A minimum of 3 years applied experience in executing digital strategy in a marketing context, media agency or non-profit environment and experience managing digital assets, projects and personnel.

- Proven strengths in delivering tangible campaign results through designing and implementing data-driven conversion journeys.
- Familiarity with the development of analytics frameworks to inform campaign and content strategies.
- Strong knowledge and passion for social media and cause-related campaigns.
- Strong English writing, storytelling, communication and presentation skills.
- Knowledge of the following applications and platforms: WordPress, CRM (e.g. MailChimp), Online CMS, Adobe Creative Suite, Hootsuite, web-based analytics and video editing software.
- Adept at extracting meaningful insights from multiple sources of data.
- Familiarity and comfort with the issues of human rights, human trafficking and other issues related to migration and exploitation would be an advantage.
- Experience working in an international environment is essential; experience working in the Asia Pacific region will be strongly preferred.
- Self-driven go-getter with the ability to take ownership to excel, work and prioritize independently under competing timelines.
- Ability to synthesize data into ideas and campaign proposals and the willingness to assist in their creative execution.
- Applied knowledge of scripting languages including Java-Script, HTML and SQL is a plus.
- Willingness and ability to travel extensively.

## **Languages**

- Fluency in English is required.
- Working knowledge of Bahasa Indonesia, Bahasa Malaysia, Bangla, Khmer, Laotian, Tagalog, Thai, Vietnamese or other languages relevant to the Asia Pacific Region is an advantage.

## **Note**

Note

\*The 3 months consultancy work duration is projected only and may be updated to between 2-3 months upon offer.

## ***Desirable Competencies:***

### **Behavioral**

- Accountability – takes responsibility for action and manages constructive criticisms
- Client Orientation – works effectively well with client and stakeholders
- Continuous Learning – promotes continuous learning for self and others
- Communication – listens and communicates clearly, adapting delivery to the audience
- Creativity and Initiative – actively seeks new ways of improving programmes or services

- Leadership and Negotiation – develops effective partnerships with internal and external stakeholders;
- Performance Management – identify ways and implement actions to improve performance of self and others.
- Planning and Organizing - plans work, anticipates risks, and sets goals within area of responsibility;
- Professionalism - displays mastery of subject matter
- Teamwork – contributes to a collegial team environment; incorporates gender related needs, perspectives, concerns and promotes equal gender participation.
- Technological Awareness - displays awareness of relevant technological solutions;
- Resource Mobilization - works with internal and external stakeholders to meet resource needs of IOM.

***Other:***

**Note**

- The appointment is subject to funding confirmation.
- Appointment will be subject to certification that the candidate is medically fit for appointment or visa requirements and security clearances.

***How to apply:***

Interested candidates are invited to submit their applications via PRISM, IOM e-Recruitment system, by 17 May 2018 at the latest, referring to this advertisement.

For further information, please refer to:

<http://www.iom.int/cms/en/sites/iom/home/about-iom-1/recruitment/how-to-apply.html>

In order for an application to be considered valid, IOM only accepts online profiles duly completed.

Only shortlisted candidates will be contacted. You can track the progress of your application on your personal application page in the IOM e-recruitment system.

***Posting period:***

From 04.05.2018 to 17.05.2018

Requisition: CON 2018/20 - Consultant - Digital Engagement Specialist - Bangkok, Thailand (55466856)

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