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The International Committee of the Red Cross (ICRC) is looking for suitable and motivated talent to fill the position of:

Digital Officer

PURPOSE

The digital officer works to enhance the digital reputation and positioning of the ICRC Mexico and Central America Regional Delegation, furthering the goals and objectives of the digital strategy adapted to the Delegation and mission's priorities.

- S/he leads efforts to deliver compelling and engaging content (proactively and reactively) through the direct management of official social media channels.
- S/he provides guidance and support to staff at all levels of the organization on social media use and produces in-depth reports on content performance.
- S/he identifies social media trends and applies them appropriately in-house, creating and adapting best practices accordingly.

ACCOUNTABILITIES AND RESPONSABILITIES

Digital communication (60%)

- Manages the Spanish and English language website of the ICRC Regional Delegation in Mexico and Central America, the official Twitter account, Instagram, and Facebook page of the Delegation, as well as derivative products. Creates, edits, repurposes rich social media content, like posts and tweets, image slide shows, threads, gifs, and video, with a clearly developed narrative and tone of voice.
- Analyze the ICRC's perception and reputation on social networks and inform the coordination to make decisions on the matter.
- Uses a variety of analytics tools (e.g. Facebook Business Manager, Twitter Media Studio, Google Analytics) to identify and understand social media audiences and behavioral trends.
- Coordinates with a variety of internal stakeholders to launch and evaluate major digital campaigns in Mexico, Central America, the Americas, or worldwide.

Audiovisual production (20%)

- In coordination with the production officer, S/he organizes and participates in communication missions in the field (reporting, photography, and video recording).
- Promotes innovative digital products and keeps abreast of the latest trends on digital content production, keeping in mind the Delegation's priorities.
- Creates, edits, repurposes, and publishes a wide variety of engaging content for digital channels, using audiovisual products (videos, photos, newsletters, etc.); provides the archives with appropriate versions of these digital materials for reuse.



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Community Engagement (20%)

- S/he oversees the development of the WhatsApp account towards migrants proposing material for better informed them and enhancing the content and the reach.
- S/he promotes messages that serve as info as aid for being distributed through the social media channels or the WhatsApp account.

S/he participates in the creation of communication tools for better inform the beneficiary populations and creates digital tools for measuring the impact of these products.

RELATIONSHIPS

- Interacts with COMs teams throughout the ICRC and a range of non-COMs colleagues to provide guidance.
- Interacts with media, followers, digital agencies, and key audiences.
- Interacts with beneficiaries to tell their stories in digital COM pieces.

REQUIREMENTS

- Degree in communications, marketing or journalism, preferably with a digital background and specialization (managing websites, social media platforms, video projects, etc.).
- 5 years' overall professional experience.
- Minimum of 2 years' experience in digital communication.
- High analytical thinking and writing skills
- Skilled computer user of web publishing (content management systems, including Drupal and/or WordPress) and design tools (Photoshop).
- Deep understanding/expertise of social media platforms, analytics tools, and metrics.
- Spanish as mother tongue.
- Fluent command of English required (additional languages an asset).
- Experience in publishing and engaging using social media platforms (Facebook, Twitter, Instagram, etc.).
- Experience in web editing and familiarity with search engine optimization.
- Excellent public speaking skills and ability to communicate technical matters to audiences in training settings.
- Familiarity with ad management (Google Ads, Facebook, Twitter).
- Confirmed capacity to represent the ICRC.
- Sound knowledge of the media environment in Mexico and abroad an asset.
- ICRC experience an asset.
- Availability to travel.

What do we offer?

- Work location: Mexico City.
- Contract type: Indefinite local contract (under Mexican labor law).
- Activity rate: 100%
- Starting date: June 2021



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How to apply?

Please submit your application (letter of motivation and CV) not later than 30 April 2021 until 5 p.m. (Mexican time) by e-mail only to sriosbautista@icrc.org

Please clearly indicate "MEX2105" in the email subject.

The files should not exceed 5 MB.

Only complete applications matching the required selection criteria will be considered.