

Position Title : **Chief, Digital Engagement Division**  
Duty Station : **Geneva, Switzerland**  
Classification : **Professional Staff, Grade P5**  
Type of Appointment : **Fixed term, one year with possibility of extension**  
Estimated Start Date : **As soon as possible**  
Closing Date : **03 June 2024**

*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.*

IOM is committed to a diverse and inclusive work environment. Read more about diversity and inclusion at IOM at [www.iom.int/diversity](http://www.iom.int/diversity).

Applications are welcome from first- and second-tier candidates, particularly qualified female candidates as well as applications from the non-represented member countries of IOM. For all IOM vacancies, applications from qualified and eligible first-tier candidates are considered before those of qualified and eligible second-tier candidates in the selection process.

For the purpose of this vacancy, the following are considered first-tier candidates:

1. Internal candidates
2. External female candidates:
3. Candidate from the following non-represented member states:  
*Antigua and Barbuda; Barbados; Botswana; Cabo Verde; Comoros; Congo (the); Cook Islands; Dominica; Fiji; Guinea-Bissau; Holy See; Iceland; Kiribati; Lao People's Democratic Republic (the); Madagascar; Marshall Islands; Micronesia (Federated States of); Namibia; Nauru; Palau; Saint Kitts and Nevis; Samoa; Sao Tome and Principe; Solomon Islands; Suriname; The Bahamas; Tonga; Tuvalu; Uzbekistan; Vanuatu*

Second tier candidates include:

All external candidates, except candidates from non-represented member states of IOM and female candidates.

### **Context:**

The Department of Media and Communications (MCD) is comprised of experienced communications professionals based in Geneva and Manila.

The Digital Engagement Team provides advice and support on communications and public information issues to the Executive Office, Offices, Departments and Divisions at Headquarters, Regional Offices, and Country Offices worldwide.

It is responsible for global media relations, digital engagement, crisis management and advocacy, and produces a variety of on- and off-line content to enhance awareness of IOM, its operations, policies, and data among diverse audiences.

Under the direct supervision of the Director, Department of Media and Communications and in close collaboration with Media & Communications branches globally, the Chief, Digital Engagement Division will manage IOM's Global website and social media accounts, its institutional online branding, and the development of innovative digital products. In addition, and with a significant knowledge and experience of digital communications, campaigning, infrastructure and project management, the successful candidate will use their knowledge and expertise to engage IOM's target audiences and grow awareness of migration.

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

1. Working with and provide strategic advice to the Director, Department of Media and Communications to develop and deliver IOM's digital strategy to achieve the organisation's objectives in line with IOM's Strategic Plan.
2. Lead and oversee a Team of Web Developers and Social Media Specialists in the development and management of all IOM digital communications, websites and social media platforms and presences by ensuring the potential for digital communications, campaigning and fundraising is exploited to its fullest.
3. Responsible for IOM's content strategy across all digital channels and leading the delivery of digital products ensuring all IOM platforms are fit for purpose.
4. Ensure the Team is testing, monitoring, strengthening, and improving performance of digital communications.
5. Liaise with stakeholders across the organisation to ensure digital engagement needs meet IOM's Strategic Plan and operational objectives and priorities.
6. Comprehend and respond to audience needs and translate those into digital solutions.
7. Provide strategic oversight of all our digital campaign and engagement activities.
8. Establish an editorial strategy across all digital channels, creating a digital personality in line with IOM's brand and oversee the development of content and quality control.
9. Act as a strategic voice in planning and idea generation processes to engage and mobilise audiences.
10. Keep abreast with digital developments and investigate new technologies for continuous improvement of the organisation's digital offering.
11. Work closely with and provide strategic advice to fundraising teams to achieve IOM's financial supporter objectives through digital channels.
12. Manage and monitor website performance, analyze traffic data, and implement strategies to optimize user engagement and conversion rates.
13. Develop and implement social media campaigns to raise awareness, engage stakeholders, and drive action on key migration issues.
14. Oversee the strategic direction and operation of IOM's digital tools such as Community Response Map which is a tool used to track and visualize assistance provided to communities. Continuously evaluate its effectiveness and propose enhancements to meet evolving needs and challenges.
15. Provide user and audience expertise into planning cycles and strategic decisions that influence the creation of digital products and campaigns.

16. Monitor and evaluate IOM's activity against KPI targets.
17. Provide reports to the Director, Department of Media and Communications on achievements against KPIs and priorities.
18. Perform such other duties as may be assigned.

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

### **Education**

- Master's degree in Computer Science, Information Technology, Digital Marketing or related field from an accredited academic institution with ten years of relevant professional experience; or,
- University degree in the above with twelve years of relevant professional experience.

### **Experience**

- Proven experience in managing web development projects using CMS platforms (e.g., WordPress, Drupal) and proficiency in HTML, CSS, JavaScript, and other relevant technologies;
- Minimum of nine years of experience in web development, digital marketing, or a similar role, with demonstrated expertise in leading digital projects and teams; and,
- Experience working in the humanitarian or international development sector is an asset.

### **Skills**

- Strong understanding of data visualization techniques and experience working with GIS tools (e.g., ArcGIS, QGIS) is desirable;
- Excellent communication skills with the ability to translate technical concepts into non-technical language and effectively engage with stakeholders at all levels; and,
- Strategic thinker with a track record of driving digital innovation and achieving measurable results;
- High level of professionalism and ability to work under pressure and adhere to strict deadlines in a complex and fast changing environment; and,
- Strong interpersonal skills and ability to work effectively and harmoniously with colleagues from varied cultures and professional backgrounds.

### **Languages**

IOM's official languages are English, French, and Spanish. All staff members are required to be fluent in one of the three languages.

For this position, fluency in English is required (oral and written). Working knowledge of another official UN language (Arabic, Chinese, French, Russian, and Spanish) is an advantage.

Proficiency of language(s) required will be specifically evaluated during the selection process, which may include written and/or oral assessments.

### **Notes**

<sup>1</sup> Accredited Universities are the ones listed in the UNESCO World Higher Education Database (<https://whed.net/home.php>).

## ***Required Competencies:***

**Values** - all IOM staff members must abide by and demonstrate these five values:

- **Inclusion and respect for diversity:** Respects and promotes individual and cultural differences. Encourages diversity and inclusion.
- **Integrity and transparency:** Maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- **Professionalism:** Demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.
- **Courage:** Demonstrates willingness to take a stand on issues of importance.
- **Empathy:** Shows compassion for others, makes people feel safe, respected and fairly treated.

### **Core Competencies** – behavioural indicators level 3

- **Teamwork:** Develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **Delivering results:** Produces and delivers quality results in a service-oriented and timely manner. Is action oriented and committed to achieving agreed outcomes.
- **Managing and sharing knowledge:** Continuously seeks to learn, share knowledge and innovate.
- **Accountability:** Takes ownership for achieving the Organization's priorities and assumes responsibility for own actions and delegated work.
- **Communication:** Encourages and contributes to clear and open communication. Explains complex matters in an informative, inspiring and motivational way.

### **Managerial Competencies** – behavioural indicators level 3

- **Leadership:** Provides a clear sense of direction, leads by example and demonstrates the ability to carry out the Organization's vision. Assists others to realize and develop their leadership and professional potential.
- **Empowering others:** Creates an enabling environment where staff can contribute their best and develop their potential.
- **Building Trust:** Promotes shared values and creates an atmosphere of trust and honesty.
- **Strategic thinking and vision:** Works strategically to realize the Organization's goals and communicates a clear strategic direction.
- **Humility:** Leads with humility and shows openness to acknowledging own shortcomings.

IOM's competency framework can be found at this link.

[https://www.iom.int/sites/default/files/about-iom/iom\\_revised\\_competency\\_framework\\_external.pdf](https://www.iom.int/sites/default/files/about-iom/iom_revised_competency_framework_external.pdf)

Competencies will be assessed during a competency-based interview.

### **Other:**

Internationally recruited professional staff are required to be mobile.

Any offer made to the candidate in relation to this vacancy notice is subject to funding confirmation.

This selection process may be used to staff similar positions in various duty stations. Recommended candidates endorsed by the Appointments and Postings Board will remain eligible to be appointed in a similar position for a period of 24 months.

The list of NMS countries above includes all IOM Member States which are non-represented in the Professional Category of staff members.

Appointment will be subject to certification that the candidate is medically fit for appointment, accreditation, any residency or visa requirements, and background verification and security clearances. Subject to certain exemptions, vaccination against COVID-19 will in principle be required for individuals hired on or after 15 November 2021. This will be verified as part of the medical clearance process.

Vacancies close at 23:59 local time Geneva, Switzerland on the respective closing date. No late applications will be accepted.

### ***How to apply:***

Interested candidates are invited to submit their applications via PRISM, IOM e-Recruitment system, by 03 June 2024 at the latest, referring to this advertisement.

IOM only accepts duly completed applications submitted through the IOM e-Recruitment system. The online tool also allows candidates to track the status of their application.

Only shortlisted candidates will be contacted.

For further information please refer to: [www.iom.int/recruitment](http://www.iom.int/recruitment)

### ***Posting period:***

From 06.05.2024 to 03.06.2024

### ***No Fees:***

IOM does not charge a fee at any stage of its recruitment process (application, interview, processing, training or other fee). IOM does not request any information related to bank accounts.

Requisition: VN 2024 273 Chief, Digital Engagement Division (P5) Geneva, Switzerland (58836244)

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