**Social Media Specialist - Europe and Central Asia** - **Open**  
Posted on: Aug 16, 2019 | **95** View(s)

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| Start Date: | **Oct 01, 2019** | Time Commitment: | **150 Day(s)** |
| Express Interest by: | **Sep 10, 2019** | ST Grade: | **STC1** |

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| Topics: | **Social Media** |
| Business Functions: | **Communications, Marketing and Publishing** |
| Skills: | **Social Media;Multimedia;Writing;Marketing** |
| Language Skills: | **English** |

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| Assignment Location: | **United States, HQ** |
| Institution: | **IBRD** |
| VPU: | **ECA** |
| Contact Person: | **Paul Anthony Clare** |
| Contact Person Email: | **pclare@worldbank.org** |

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| Task Description: | **The External Communications Team (ECAEC) for the World Bank’s Europe and Central Asia (ECA) region is looking to hire an experienced digital media professional to help enhance the team’s social media outreach, marketing and monitoring efforts. The position, based in Washington DC, will support the region’s overall communications strategy through effective and innovative use of social media, production of engaging content, implementation of region-wide campaigns, monitoring and reporting of media and influencers, and supporting country offices in the strategic use of social media. Duties and Responsibilities #58; Reporting to the Communications Manager, and working closely with other members of the team, the Social Media Specialist will #58; Conceptualize, develop, and implement creative social media strategies that support the ECA region’s overall communications goals.Market digital content to targeted audiences with a focus on strengthening engagement, and growing the reach of World Bank messaging to a broad audience in Europe and Central Asia.Create high-quality content, both written and visual, for ECA regional social media channels (Facebook and Twitter) on a daily basis.Liaise closely with communications colleagues across the ECA region and provide guidance, mentoring and support on effective social media outreach and engagement. Help identify relevant influencers across the region to amply World Bank campaigns and messaging.Monitor social media to identify potential reputational risks, and produce monitoring reports for the team.Advise the ECAEC team on best-practices, user trends and emerging channels in social media. Qualifications and Experience #58; Has a Master’s Degree in Communications/Marketing/Digital Media studies or similar, with a minimum of two years’ practical experience, or the equivalent combination of education and experience.Fluency in English language; Russian language skills would be a bonus.Excellent English writing, editing and proofreading skills;Experience working directly on professional social media channels, including Facebook, and Twitter.Knowledge of analytics tools such as Hootsuite and Talkwalker.Ability to work independently on routine tasks and assignments, but willing to seek guidance from supervisors as needed on moderately complex projects/issues;Ability to ensure that goals are effectively met within established deadlines;A team player, with excellent interpersonal and collaborative skills, she/he will have a strong creative drive and innovative mindset.An understanding of the World Bank’s mission and role, including a general understanding of economic concepts and issues.Experience with social media marketing, engagement, monitoring and reporting.Multimedia skills, including experience producing social media postcards and graphics. Duration #58; The candidate will be hired for a period of approximately 9 months – up to a maximum of 150 days – in fiscal year 2020 (beginning at a mutually agreed date in September/October 2019 and ending on June 30, 2020), with possibility of extension. The candidate will be expected to work a minimum of 3 days per week (5 days per week during peak periods) for the duration of the contract. If the candidate is successful during t his period, a new STC contract will be offered for Fiscal Year 2021 (starting July 1, 2020).Contact #58; Please send your Resume/CV and a brief Motivation Letter/Cover Letter to Paul Clare at pclare@worldbank.org by 10 September, 2019.** |