



International Organization for Migration (IOM)  
The UN Migration Agency

## **Open to External Candidates** CONSULTANCY ANNOUNCEMENT

Position Title : **Consultant – Social Media Producer  
Data for Effective Migration Governance**  
Duty Station : **Home-based**  
Reference Code : **CS-DE1-2020-14**  
Classification : **Fee-based consultancy**  
Type of Appointment : **Consultancy contract, 5 months duration (Until March 2021)**  
Estimated Start Date : **November 2020**

*Established in 1951, the International Organization for Migration (IOM) is the leading intergovernmental organization in the field of migration and 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.*

### **Organizational Context and Scope:**

The Global Migration Data Analysis Centre (GMDAC) is part of the International Cooperation and Partnerships Department (ICP) and responsible for providing all stakeholders with a better understanding of global migration data. GMDAC is involved in a variety of tasks including data analysis and collection, support for IOM missions, capacity building for IOM member governments and knowledge management. The Media and Communications Division (MCD) of IOM is comprised of experienced communications professionals based in Geneva and various regional offices. The team provides advice and support on media and public information issues to IOM Headquarters and missions worldwide.

The overall aim of the project is to better inform migration policy and programming, and improve migration governance, by compiling, analysing and using migration data more effectively.

The project is composed of three priority areas of work:

1. Expanding the Global Migration Data Portal – providing accurate and up-to-date facts and figures about key migration trends
2. Boosting migration data capacities in Africa to provide better insights into the drivers and effects of migration
3. Strengthening data innovation and migration forecasting to inform policy

The consultant will produce social media content for various platforms and relating to all three areas. The assigned candidate will develop campaigns and audio-visual content to

increase visibility of GMDAC's output. The aim of this consultancy is to raise awareness of GMDAC's work to a broader audience, beyond policy-makers and media.

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

Assist the social media officer and the communications officer in the curation and editing of IOM content for social media channels. This includes tailoring and production of audio-visual content on migration data, statistics and on GMDAC's project activities for various target audiences.

Support in scaling up content production on IOM's global corporate accounts, especially Instagram, TikTok and Facebook. This includes self-recording and narration of data stories based on evidence and information produced by IOM and GMDAC. The candidate will support both teams in developing and executing social media campaigns by incorporating data and statistics by IOM as well as reviewing and analyzing their performance.

### **Realistic delivery dates and details as to how the work must be delivered**

#### **By 10.12.2020**

- Contribute to the conceptualization of social media campaigns for the International Migrants Day and the third anniversary of the Global Migration Data Portal.
- Produce at least four videos for IOM's TikTok account

#### **By 26.02.2021**

- Support the production of social media campaigns and videos for forthcoming GMDAC reports and projects.

#### **By 19.03.2021**

- Review and analyse key performance indicators of all campaigns and write a narrative report.

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

- Previous experience working in digital communications and/or research.
- Previous experience with video production and audiovisual storytelling.
- Strong understanding and interest in migration, development, communication and/or humanitarian issues.
- Demonstrated proficiency in Microsoft Office 365 (Excel, Word and PowerPoint).
- Proven ability to produce quality work accurately and consistently according to set deadlines.
- Practical experience of how to multi-task, prioritize and work independently.

- Ability to produce quality work accurately and concisely according to deadlines;

## **Languages**

Fluency in English language is required. Proficiency in French and/or Spanish would be considered an advantage.

## ***Required Competencies***

The successful candidate will demonstrate the following core behavioural IOM competencies:

### **Values**

- Inclusion and respect for diversity: respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- 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.

### **Core Competencies**

- 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 action and delegated work.
- Communication: encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring and motivational way.

IOM's competency framework can be found at this [link](#).

### ***Other***

Any offer made to the candidate in relation to this vacancy notice is subject to funding confirmation. Appointment will be subject to certification that the candidate is medically fit for appointment.

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

Qualified candidates are invited to submit their resume and a brief statement of interest (maximum 1 page) as well as the proposed fee to Styliia Kampani ([skampani@iom.int](mailto:skampani@iom.int)) (max 5 MB).

Due to the volume of applications, IOM will not be able to respond to all inquiries about the application status and will only contact shortlisted candidates.

**Contact**

International Organization for Migration  
Global Migration Data Analysis Centre / Germany  
Stylia Kampani  
Email: [skampani@iom.int](mailto:skampani@iom.int)