



H-C-3
Approved by
Inspector of Labour
1/11/2024



International Committee of the Red Cross (ICRC), South Sudan

The International Committee of the Red Cross (ICRC) is an impartial, neutral, and independent organization whose exclusively humanitarian mission is to protect the lives and dignity of victims of war and internal violence and to provide them with assistance. It also endeavours to prevent suffering by promoting and strengthening humanitarian law and universal humanitarian principles.

The ICRC values diversity and is committed to creating an inclusive working environment. We welcome applications from all qualified applicants specially women and persons with disabilities.

External/Internal Vacancy Announcement

FUNCTION: Digital Officer 2
PLACE OF EMPLOYMENT: JUBA

Purpose

The Digital Officer leads efforts to deliver compelling and engaging content (proactively and reactively) through the direct management of the South Sudan social media channels and the website. S/he supports the ICRC's public communication work in South Sudan by producing, promoting, and distributing text and audio-visual material about the humanitarian situation in South Sudan and the ICRC activities all over the country. S/he identifies social media trends and applies them appropriately in-house, creating and adapting best practice accordingly.

Functional Responsibilities

Content strategy:

- Ensures accurate, timely and effective delivery of digital content, optimized for search and audience engagement, partnering with the audiovisual producers at delegation level.
- Creates, edits, repurposes rich social media content, like posts and tweets, image slideshows, threads, gifs, and video, with a clearly developed narrative and tone of voice.
- Manages official ICRC social media accounts, posting content and responding to comments and direct messages in an appropriate fashion.
- Uses a variety of analytics tools (e.g., Facebook Business Manager, Sprinklr), to identify and understand social media audiences and behavioral trends.
- Using industry best practices and metrics benchmarks, collaborate on the development of digital content strategies for organizational priorities and themes, such as Health Care in Danger and Red Cross Movement initiatives, and lead on their execution.
- Guide and support colleagues in sub-delegations to produce content for digital platforms and activities. He/she coaches and trains communication officers on both editorial and technical aspects.
- Evaluation and analysis of content's impact.
- Identify opportunities for digital content testing, implementing activities to evaluate and understand audience behavior and engagement.
- Provide input on visual identity of ICRC digital across channels, ensuring continuity across platforms.
- Follows up on all work-related messages and correspondence with the relevant contacts and departments.
- Is aware of the delegation's objectives and has a good knowledge of the Movement and other contacts relevant to the position.
- Collects and shares information to improve the ICRC's understanding of the environment and humanitarian trends and responses.
- Represents the ICRC in an appropriate way during activities, in meetings and in the field, and avoids any activity that may reflect negatively on the ICRC's image.

Strategy

- Contributes to the development and implementation of South Sudan delegation's Communication Strategy and public communication plan in coordination with the Communication Coordinator; contributes to the implementation of COM plan of actions in the field sub-structures.
- Contributes to the sections on public communication objectives in the ICRC's annual planning and reporting documents (e.g., Planning for Results, Monitoring for Results) in coordination with the line manager.
- Regularly reviews the effectiveness and impact of ICRC media activities in South Sudan, proactively proposes new, engaging ideas.
- Proactively or on request, leads, contributes to, and participates in working groups, taskforces and other Delegation or Sub-Delegation mechanisms.

Certification/experience and skills required.

- University degree in a relevant discipline such as political science, international relations, journalism, communication management or public relations.
- Excellent written and oral communication skills in English a must.

Only short-listed candidates will be contacted.



- Good knowledge in photography and videography an asset.
- Languages spoken in the region of assignment, as well as Arabic an asset.
- Computer skills (competence in MS Office and other software); familiarity with digital communication tools.
- At least 3 years' work experience in a field relevant to journalism, communication (e.g., media relations and content generation); experience with the humanitarian sector is an asset.
- ICRC experience an asset. Knowledge in international humanitarian law is an asset.
- Excellent public communication skills and sound knowledge of the media environment.
- Sound knowledge of the political, social and media environment in the country.

Application instructions.

Applicants are requested to create an account online in the e-recruitment system via [Job Ad | Southsudanjob.com](https://southsudanjob.com) before applying. All applications must be submitted online through E-Recruitment System until **17th, November 2024** to the attention of the **HR Manager**.

A one-page Cover Letter and CV of no more than two (2) pages, in English should be provided to support your application. Position is open to South Sudanese nationals only.

ICRC does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination.
All selected candidates will be subject to rigorous reference and background checks.
All applications will be treated with the strictest confidence.



Only short-listed candidates will be contacted.