Terms of Reference (ToRs)

Individual Consultant - ‘Youth Champion Supporting The Social Media for Peace: Action to Counter Online Disinformation and Hate Speech’

Assignment Title: Youth Champion Consultant
Project: Social Media 4 Peace
Parent Sector: Communication & Information Sector (CI)
Type of contract: Consultancy
Duty Station: Home-based assignment (no need to go to the office)
Estimated Start Date: 22.12.2021
Application deadline: 17.12.2021 (Midnight Paris Time)
Duration of contract: 5 months
Posting period: From 29.11.2021 until 17.12.2021

Only nationals (and resident) of Bosnia and Herzegovina (BiH) may apply for this position.

ORGANIZATIONAL CONTEXT

UNESCO is the United Nations Educational, Scientific and Cultural Organization. It seeks to build peace through international cooperation in Education, the Sciences and Culture. UNESCO’s programmes contribute to the achievement of the Sustainable Development Goals defined in Agenda 2030, adopted by the UN General Assembly in 2015. As a specialized agency and knowledge-based organization, UNESCO depends on highly skilled, committed professionals. Given the ambitious and exciting challenges of the 2030 Agenda for Sustainable Development, our expertise and global presence in the fields of Education, the Sciences, Culture, and Communication and Information, is more relevant than ever. Geographically diverse and gender-balanced, UNESCO is committed to having a competent, motivated and dedicated workforce that acts with the highest integrity and is empowered to support UNESCO’s capacity to deliver on the sustainable development goals.

UNESCO Core Values: Commitment to the Organization, Integrity, Respect for Diversity, Professionalism

OVERVIEW OF THE FUNCTIONS OF THE POST

The Youth Champion will be responsible to promote the activities of the EU-funded project “Social Media 4 Peace” through their own social media, by promoting freedom of expression in the country and raising the visibility of UNESCO’s mandate in that area. The project “Social Media 4 Peace” aims to strengthen resilience of fragile societies to potential harmful content spread online, in particular hate speech inciting to violence while enhancing freedom of expression and the promotion of peace through digital technologies, notably social media.
Under the overall supervision of the UNESCO Head of Antenna in Bosnia and Herzegovina, the direct supervision of the National Project Officer - Social Media 4 Peace, and in coordination with the UNESCO Coordinator of the project in Brussels and at HQ a (CI/FoE sector), we are looking for young professionals, students and activists who are interested in how to react to disinformation, misinformation that are connected to and/or stem from hate speech online. The incumbent will perform the following duties:

**Core Functions / Responsibilities:**

- Complete a UNESCO induction on the project Social Media 4 Peace and on UNESCO as an International Organization.
- Take part in the main activities implemented for the project, for example assist in at least 2 project activities (meetings, events, trainings, conferences, etc.), as required.
- Create and publish content in BHS local language on the project activities to be disseminated through own social media account (FB, Instagram, and YouTube), at least four (4) social media items per month.
- Engage your community on the debate of freedom of expression and the promotion of peace through digital technologies.
- Observe and monitor the communication materials issued by the UNESCO Field Office and Brussels Office relevant to the project, and further disseminate these contents through own social media channels.
- Produce monthly reports on posting activities and outreach. The reporting template will be provided by UNESCO.
- Throughout all work incorporate gender related perspectives and promote equal gender engagement.

**COMPETENCIES (Core / Managerial)**

Accountability (C)
Communication (C)
Innovation (C)
Knowledge sharing and continuous improvement (C)
Planning and organizing (C)
Results focus (C)
Teamwork (C)

For detailed information, please consult the UNESCO Competency Framework.

**REQUIRED QUALIFICATIONS AND EXPERIENCE**

**Education**

- Completed secondary schooling and proven experience in journalism, political sciences, or in related fields of social and human sciences.

**Experience**
• Minimum two (2) years of progressively responsible experience engaging a community on social media (on at least two of the following platforms: Twitter, Instagram, TikTok, or/and YouTube), promoting peace through digital technologies.
• Evidence of current outreach through number of impressions and preferably 10,000 followers or higher.

**Knowledge, skills, and competencies**

- Knowledge of the media and social media landscape in BiH and awareness of the freedom of expression policy developments at national level.
- Previous experience in producing social media content on different platforms (YouTube, Facebook, Instagram, etc.) of at least 2 years.
- Strong oral and written communication skills; capacity to write clear and concise social media content.
- Ability to work with and in multicultural teams.
- Ability to work under pressure and tight deadlines.
- Ability to be proactive and work independently.
- Knowledge of UNESCO’s work and mandate.

**Languages**

Excellent knowledge of Bosnian, Serbian and Croatian (BHS) and English is required.

**Behavioural**

- Accountability – takes responsibility for action and manages constructive criticisms
- Continuous Learning – promotes continuous learning for self and others
- Communication – listens and communicates clearly, adapting delivery to the audience
- Creativity and Initiative – actively seeks new ways of improving programmes or services
- Planning and Organizing - plans work, anticipates risks, and sets goals within area of responsibility
- Professionalism - displays mastery of subject matter
- Teamwork – contributes to a collegial team environment; incorporates gender related needs, perspectives, concerns and promotes equal gender participation
- Technological Awareness - displays awareness of relevant technological solutions

**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 and verification of residency, visa and authorizations by the concerned Government, where applicable.

**ASSESSMENT**

If by e-mail directly through the field offices:
Please send your completed application to Ms. Melisa Durak, m.durak@unesco.org and Ms. Maja Nikolic m.nikolic@unesco.org, with a cover letter, curriculum vitae and a detailed report on your statistics of social media accounts on at least two (2) different platforms.

**Deadline for applications: 17 December 2021**

Only shortlisted candidates will be contacted.

Please note that all candidates must complete UNESCO CV form to be found at UNESCO website application and provide complete and accurate information. No modifications can be made to the application once submitted. The evaluation of candidates is based on the criteria in the Vacancy Notice, and may include tests and/or assessments, as well as a competency-based interview.

Please note that all candidates must complete an on-line application and provide complete and accurate information. To apply, please visit the UNESCO careers website. No modifications can be made to the application once submitted. The evaluation of candidates is based on the criteria in the Vacancy Notice, and may include tests and/or assessments, as well as a competency-based interview.

UNESCO applies a zero tolerance policy against all forms of harassment.

UNESCO is committed to achieve and sustain gender parity among its staff members in all categories and at all grades. Furthermore, UNESCO is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities, as well as nationals from non-and under-represented Member States (last update here) are equally encouraged to apply. All applications will be treated with the highest level of confidentiality. Worldwide mobility is required for staff members appointed to international posts.

UNESCO does not charge a fee at any stage of the recruitment process.

In order for an application to be considered valid, UNESCO only accepts applications duly completed. Only shortlisted candidates will be contacted.