Vacancy Notice

Digital Officer based in Bangkok

The Regional Communication Center (RCC) of the ICRC in Bangkok provides communication support to the ICRC delegations in the Asia Pacific region. To broaden the panel of its services, we are looking for a talented and dynamic Digital Officer with a regional focus.

The Digital Officer drives, supports and supervises the ICRC’s efforts to connect with relevant audiences through regional/global content and channels (e.g. global website and English-language social media channels). The Digital Officer’s role bridges website, social media, content, and other digital platforms to ensure an integrated approach to public engagement campaigns in support of the ICRC’s key contexts, issues, and priorities. The Digital Officer reports to the Head of the Regional Communication Center based in Bangkok.

Your technical skills
- Strong skills to use Content Management Systems (Drupal, WordPress, Sprinklr, and others).
- A/V and Multimedia content creation skills a plus - short videos, graphics, other digital assets.
- Understand new trends and products in digital communication.
- Social Media and SEO/SEM skills.

Your main responsibilities

Content strategy
- Using industry best practices and metrics benchmarks, collaborate on the development of digital content strategies for organizational priorities and themes, and lead on their execution.
- Collaborate with delegations in the region to source and create content for @ICRC_AsiaPac regional Twitter account. Integrate ICRC digital strategy while analyzing KPI's.
- Create, edit, repurpose and deliver a wide variety of engaging content for digital channels, targeted at key audiences including the general public.
- Support the development of a narrative-driven approach to digital communications, prioritizing engagement over simply publishing, and working with internal stakeholders to assess content opportunities, provide content strategy recommendations, and evaluate the strategic value of proposed content.
- Ensure the accurate, timely and effective delivery of digital content, optimised for search and audience engagement, partnering with audio/visual producers, social media leads, web editors, and other digital officers in the Regional Communication Centres and delegations.

Campaigns and activities
- Provide strategy, ideas and support to shape and drive regional digital campaigns and activities.
- Work with key stakeholders to plan and implement marketing and campaigning techniques, engaging and growing audiences across digital channels. Collaborate closely with Head of Digital Marketing to evaluate and improve campaigns over time.
- Identify and collaborate on reactive opportunities for quick turn-around campaigns.
- Offer guidance to internal project teams across the network of RCCs and delegations, ensuring the effective integration of digital into communication campaign design.

Internal guidance and support
- Guide and support (online and onsite) colleagues in delegations to manage and report on digital platforms and activities. Be available as an ongoing resource for training and campaign evaluation.
- Build capacity and internal knowledge on digital best practices, with a focus on content development and audience engagement.
- Identify opportunities for digital content testing, implementing activities to evaluate and understand audience behaviour and engagement.

Evaluation and analysis of content’s impact
- Partnering with the digital marketing lead, share reports and analysis of digital content, strategies and campaigns, measuring progress, effectiveness, and assessing success against ROI.
- Identify opportunities for digital content testing, implementing activities to evaluate and understand audience behaviour and engagement.
Your profile

• University Master degree or equivalent.
• 6 years’ work experience in digital communication.
• Fluent in written and spoken English. French language skills are a plus.
• Proven experience crafting, editing and running analytics on digital content.
• Creative, flexible, forward-looking, dynamic, empathetic, solution-oriented, and innovative person.
• Extensive experience driving engagement and acquisition for a similar organization.
• Proficient and enthusiastic about social media and A/V production, and a user of multiple platforms either professionally or personally.
• Strong coordination and networking skills with a real capacity to influence decisions.
• Flexible in terms of working hours and available for short missions abroad.
• Able to work under pressure and to tight deadlines.

Interested candidates are requested to submit their comprehensive CV, letter of motivation in English as well as diploma transcript(s) and salary expectations, link(s) to your portfolio by email only to:
ban_hr_services@icrc.org (specify position name at your email title)

Attn: Human Resources

Closing date for the post: 30 August 2019

Kindly note that only short-listed candidates will be invited and tested for technical knowledge for the position at the time of our interview sessions.

Starting date for this position: As soon as possible