



## CALL FOR EXPRESSION OF INTEREST 2025-01

Open to External Candidates

Position Title : **Social Media Consultant**  
Duty Station : **Prague, Czechia**  
Type of Appointment : *Consultant, until March 31, with a possibility of extension*  
*Category A, 50% FT*  
Estimated Start Date : *As soon as possible*  
Closing Date : **29<sup>th</sup> January 2025**

*Established in 1951, IOM is a Related Organization of the United Nations, and as the leading UN agency in the field of migration, 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.*

### TERMS OF REFERENCE

***Nature of the consultancy:*** *The primary objective of this consultancy is to effectively manage the IOM Czechia social media accounts (LinkedIn, Facebook, Instagram, Telegram, and X). Under supervision of the Public Information Officer, and in close cooperation with other IOM Czechia staff, the consultant will be responsible for creating and managing content that presents IOM's messages, work and activities, and aligns with IOM's mission and values. This includes developing a content calendar, producing high-quality posts, and engaging with our audience and partners to foster community growth and interaction.*

#### **Key Responsibilities:**

- Develop and implement a comprehensive social media strategy that reflects IOM's goals and initiatives.
- Create engaging and relevant content for LinkedIn, Facebook, Instagram, Telegram, and X, highlighting IOM's projects, events, and achievements. The content creation includes posts text, graphic visuals and reels videos.
- Manage and monitor social media accounts, responding to comments and messages in a timely and professional manner.
- Creating, setting up and managing social media ads.
- Analyse social media metrics to track performance and adjust strategies as needed.
- Close cooperation with the Comms Unit and other relevant staff of IOM Czechia to ensure content aligns with overall communication and outreach goals.

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

## **Education**

- Bachelor's degree or higher in Media, Communications, Graphic Design, Public Information, Journalism, or a related field or a related field from an accredited academic institution with at least 2 years of relevant professional experience.

OR

High School degree from an accredited academic institution, with five years of relevant professional experience

## **Experience**

- Proven, successful experience in using social media for advocacy, public information, and furthering understanding and knowledge about an organization and its mandate, preferably with a focus on humanitarian assistance and migration.
- Proven experience in social media management and content creation, including reels video creation.
- Proven experience in social media ads management.
- High level of professionalism and ability to work under pressure and adhere to strict deadlines.
- Experience developing and disseminating digital content for websites for international organizations or non-governmental organizations.
- In depth knowledge of the broad range of migration related subject areas dealt with by the Organization is desirable.

## **Skills & Traits**

- Excellent and proven creative writing and editing skills, including the ability to write well under pressure to meet tight deadlines and the ability to write compellingly for different audiences.
- Strong communication and organizational skills, with a collaborative approach to working in a team and with partners and stakeholders.
- High level of computer literacy.
- High level of graphic programs skills, such as Canva and Figma.

## **Languages**

For all applicants, fluency in English and Czech is required (oral and written). Knowledge of Ukrainian/Russian is an asset.

## ***Required Competencies:***

The incumbent is expected to demonstrate the following values and competencies:

**VALUES** - All IOM staff members must abide by and demonstrate these five values:

- Inclusion and respect for diversity: Respects and promotes individual and cultural differences. Encourages diversity and inclusion.
- 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.
- Courage: Demonstrates willingness to take a stand on issues of importance.
- Empathy: Shows compassion for others, makes people feel safe, respected and fairly treated.

## **CORE COMPETENCIES - Behavioural indicators – Level 1**

- **Teamwork**: Develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **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 actions and delegated work.
- **Communication**: Encourages and contributes to clear and open communication. Explains complex matters in an informative, inspiring and motivational way.

### ***Other:***

The appointment is subject to funding confirmation.

Appointment will be subject to certification that the candidate is medically fit for appointment, accreditation, any residency or visa requirements, and security clearances. Subject to certain exemptions, vaccination against COVID-19 will in principle be required for individuals hired on or after 15 November 2021. This will be verified as part of the medical clearance process.

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

Interested candidates are invited to submit their applications – Personal History Form/CV, Portfolio and Cover Letter in English to [iompraguehr@iom.int](mailto:iompraguehr@iom.int) with email subject:

**“EOI 2025-01 Social Media Consultant“**

Only applications submitted on or before 29<sup>th</sup> January 2025, 23:59 Prague time will be considered. Also please note that only shortlisted candidates will be contacted.

### ***Posting period:***

From 16<sup>th</sup> January 2025 until 29<sup>th</sup> January 2025.