



## **Friends of UNFPA: Social Media and Website Associate**

Friends of UNFPA (FOU), established in 1998 and headquartered in New York City, is the US non-profit working with UNFPA, the lead United Nations agency for reproductive health and rights for all.

We want a world where women become pregnant only when they want to. A world where giving birth is safe for every mother and child. And a world where women and girls live free from harmful practices and violence. By supporting and empowering women and girls, we will be creating a world that is better for everyone. We won't stop until this becomes reality, no matter what.

We use our voice passionately to bring women and girls across the world access to family planning and reproductive health care, and to keep them safe from violence and harmful practices. We champion the rights of women and girls to make their own decisions about what is best for their lives and futures. And we help ensure their real-life experiences and views are heard and respected. We are a catalyst for profound positive change among women, their families, and their communities. To achieve this, we focus relentlessly on inspiring people to support UNFPA's vital and impactful work.

Under new leadership, FOU has developed an ambitious new strategy; aimed at raising \$100m for UNFPA's vital work by 2030. Working in close partnership with UNFPA we have exciting plans to grow and build sustainable fundraising programs. As part of that effort, we are seeking to grow our team.

### **POSITION SUMMARY: Social Media and Website Associate**

Reporting to the Director of Digital Fundraising and Engagement and in close coordination with the Communications Officer, the Social Media and Website Associate will be responsible for supporting the implementation of Friends of UNFPA's communication strategy through our digital platforms. This includes managing FOU's website and social media accounts including: [friendsofunfpa.org](http://friendsofunfpa.org), Facebook, Twitter, LinkedIn, Instagram, and YouTube. The Associate will be responsible for continuously optimizing our website and social media platforms by posting content that is effective, relevant, and engaging to digital audiences with the goal to increase awareness of FOU, traffic to FOU's digital platforms, and response to FOU's call to action.

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## **KEY AREAS OF RESPONSIBILITIES**

- Support the implementation of FOU’s communications strategy and plans via FOU’s digital platforms
- Manage all social media accounts on a daily basis, including posting and engaging with supporters
- Make daily posts by repurposing global content and producing original content for social media channels to increase engagement and traffic generation to website
- Respond to comments, messages, and posts on social media
- Work with the FOU staff to ensure current campaigns are reflected in social media content
- Identify and engage with social influencers, maintain social media community standards to build an active social community for FOU
- Monitor trends in social media tools, applications, platforms, and strategy. Make recommendations regarding new and emerging social medial platforms and establishing new platforms when agreed
- Serve as FOU’s focal point to UNFPA’s global social media team
- Work with Communications Officer to manage FOU’s website and ensure the timely, accurate, and relevant publishing of content
- Work with Communications Officer on content coordination, ensuring cohesiveness in FOU’s message and brand integrity across channels
- Support the technical infrastructure of the website, WordPress backend and work with IT consultant on domain management, hosting, regular backups, and health checks
- Monitor core key performance indicators (KPIs) for channels, producing monthly and quarterly reports to optimize efforts to reach better results. KPIs include number of followers and engagement index on social media platforms, website views, engagement and bounce rates and website conversion rate. Report on top-performing posts.
- Assist with an SEO vendor to ensure all content on the site and the site overall is optimized for organic search rankings; Produce and analyze reports to make optimum recommendations to increase the value of search engines (SEO)
- Manage FOU’s photo library
- Support with FOU’s donation platform and update as required
- Complete other projects as required.

## **EXPERIENCE & QUALIFICATIONS**

- Bachelor’s Degree in relevant field
- Minimum 1-2 years of working experience in the areas of digital communication is required
- Experience in writing engaging, compelling, creative copy for digital channels
- Experience running social media accounts

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- Experience with technical website management, use of CMS platform (WordPress) and optimizing website performance
- Experience with traffic generation, including SEO is desirable
- Experience with social influencers is desirable
- Experience with software for audio-visual editing (e.g. Adobe, Photoshop, Illustrator, Canva) is required
- Ability to interpret and analyze complex issues and representing such information in a clear and concise written manner for private sector audiences
- Ability to adhere to tight deadlines and manage projects simultaneously with independence

#### **LOCATION, SALARY & BENEFITS:**

- **Location:** Hybrid (Remote but within the U.S.; travel to NYC as needed)
- **Salary:** Commensurate with candidate's level of experience, skills, education, and training; adjustment subject to geographic region.
- **Benefits:** Friends of UNFPA offers health, dental, and vision insurance, paid vacation and sick leave, and a retirement plan.

#### **HOW TO APPLY:**

Eligible candidates must submit a cover letter and resume by **August 5, 2022**, to Friends of UNFPA at [jobs@friendsofunfpa.org](mailto:jobs@friendsofunfpa.org). Please reference "Social Media and Website Associate" in the subject header.

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