

UN VOLUNTEER DESCRIPTION OF ASSIGNMENT

Preamble:

The United Nations Volunteers (UNV) programme is the UN organization that promotes volunteerism to support peace and development worldwide. Volunteerism can transform the pace and nature of development and it benefits both society at large and the individual volunteer. UNV contributes to peace and development by advocating for volunteerism globally, encouraging partners to integrate volunteerism into development programming, and mobilizing volunteers.

In most cultures, volunteerism is deeply embedded in long-established, ancient traditions of sharing and support within the communities. In this context, UN Volunteers take part in various forms of volunteerism and play a role in development and peace together with co-workers, host agencies and local communities.

In all assignments, UN Volunteers promote volunteerism through their action and conduct. Engaging in volunteer activity can effectively and positively enrich their understanding of local and social realities, as well as create a bridge between themselves and the people in their host community. This will make the time they spend as UN Volunteers even more rewarding and productive.

1. **Assignment title:** U-Report Digital Media and Youth Engagement Coordinator
2. **Host entity:** United Nations Children's Fund (UNICEF)
3. **Volunteer category:** Specialist Volunteer (National)
4. **Duty station, country:** Colombo, Sri Lanka
5. **Number of UN Volunteers:** 01
6. **Duration (in months):** 12 months
7. **Possibility of extension*:** Yes
8. **Assignment family status:** Family assignment:
9. **Expected starting date:** Immediate
10. **Organizational context and brief project description:**

*Dependent on continuation of mandate, availability of funding, operational necessity and satisfactory performance; there is no guarantee of assignment extension.

Technology has become a driving force in the lives of young people. Mobile phones and internet are the most used mediums by young people to express their opinions and perspectives on Social, Political, and Economic issues and access new information. Despite the engagement with traditional participatory methods, young people still find themselves excluded from the processes designed to improve their lives and have become recipients of aid rather than the shapers of their own development. Moreover, as general information becomes more accessible with the use of technology, it is not always clear, specifically to young people, what information is accurate and can be trusted.

[U-Report](#) is an open-source mobile messaging programme, managed at country level by UNICEF in partnership with other Youth and Civil Society Organizations. It aims to empower young people to speak out on issues that they care about in their communities, encourage citizen-led development and create positive change. Launched in 2011 in Uganda with the Scouts, Girls Education Movement and several

Faith Based Organizations, currently the platform has been expanded to 95 countries with over 25 million U-Reporters.

U-Report offers four distinct engagement modalities to its users and partners to deliver impact.

1. **Polls:** Aim to collect information and to hear voices directly from young people. Poll responses are analysed in real-time, summarized, and displayed on a public dashboard, to ensure that such information is accessible to governments and civil society organizations to help shape policies and programmes, and to provide feedback to young people.
2. **Information Chat bots:** Allow young people to navigate content and information on specific issues to self-educate. U-Reporters leave the U-Report bots with new information that will improve or save their life.
3. **Live Chats:** Offer U-Reporters one-on-one advice and services and can act as a grievance mechanism. The confidential reporting facility enables and empowers young people to speak out, report, ask questions, and access information that they would be hesitant to seek otherwise
4. **Community Action:** Mobilize young people physically to take on-ground action and contribute to positive change in the communities.

U-Report Sri Lanka was launched in May 2020 by UNICEF Sri Lanka with its partners who act as the core members of Steering Committee, including the Department of Probation and Child Care Services, Lanka Jathika Sarvodaya Shramadana Sangamaya, ChildFund Sri Lanka, World Vision Lanka, and Sri Lanka Scout Association.

Since the beginning, U-Report Sri Lanka has conducted 11 polls to date on [Covid-19 Assessment](#), [Back to School Readiness](#), [Recover better from Covid-19](#), [COVID-19 Vaccine](#), [Issues and Experiences of Young People](#), [Poverty](#), [Climate Change and Disasters](#), and [young people's experiences during Socio-Economic Crisis](#), and has connected with over 34,000 U-Reporters. Young people can connect with U-Report Sri Lanka through Facebook Messenger, WhatsApp, Viber, or Telegram. Considering the potential of the platform, UNICEF Sri Lanka intends to expand the platform and increase the reach to young people.

U-Report Sri Lanka Facebook Platform - <https://www.facebook.com/ureportsrilanka>

11. Sustainable Development Goals: 10. Reduced Inequalities

Supervision, induction and duty of care of UN Volunteers

UN Volunteers should be provided equal duty of care as extended to all host entity personnel. Host entity support to the UN Volunteer includes, but is not limited to:

- Introductory briefings about the organisation and office-related context including security, emergency procedures, good cultural practice and orientation to the local environment;
- Support with arrival administration and official processes as required;
- Structured guidance, mentoring and coaching by a supervisor including a clear workplan and performance appraisal;
- Access to office space, equipment, IT support and any other systems and tools required to complete the objectives of the assignment including a host entity email address;
- Access to shared host entity corporate knowledge, training and learning;
- Ensure that UN Volunteers are provided all necessary security measures as per the United Nations Security Management System (UNSMS);
- Leave management;

- DSA for official travel, when applicable;
- All changes in the Description of Assignment occurring between recruitment and arrival or during the assignment need to be formalized with the United Nations Volunteer Programme.

12. Description of tasks:

Within the delegated authority and under the supervision of Social & Behavior Change Officer or his/her designated mandated representative(s), the UNV U-Report Digital Media & Youth Engagement Coordinator will:

1. Coordinate the overall rollout of U-Report Sri Lanka programme with the U-Report Implementation and Partnership Coordinator

- Develop and finetune social media and youth engagement strategy, and the rollout plan of U-Report Sri Lanka in consultation with the Communications section, SBC Officer, and young people to position U-Report as a 'trendy' platform among young people in Sri Lanka.
- In coordination with the Communication section, develop social media content strategy and content plan around the modes of engagement and the implementation plan.
- Develop content for social media in coordination with external service providers.
- Carry out day-to-day content scheduling, content publishing, community management, and maintenance of webpage in line with relevant clearance processes and standard operating procedures.
- Conduct social listening, respond to comments and manage PR touchpoints on social media channels regularly to understand youth sentiment toward U-Report brand.
- Correspond with UNICEF Regional Office in South Asia, U-Report Global Teams and U-Report Managers in other countries and adapt good case practices
- Stay updated with U-Report global and regional resources, meetings and trainings to ensure the alignment of U-Report Sri Lanka with global and regional priorities and standards.
- Engage with other community pages and social media influencers to promote the platform with different interest groups.

2. Promote and amplify U-Report modes of engagement (Polls, Information Chatbots, Live Sessions and Community Actions) through social media and youth Engagement

- Facilitate the development of relevant promotional content to promote the modes of engagement and conduct the promotions through social media (both paid and organic) and other youth engagement platforms
- Setup, manage and optimize paid ads to promote the modes of engagement using the relevant Advertising platforms (E.g. Facebook Ads via Meta Business Manager platform); Manage the Ad budgets and report on the spend monthly.
- Effectively use live sessions (i.e. broadcasted through U-Report social media platforms) and community actions (i.e. mainly through partner networks) to engage U-Reporters actively on the modes of engagements.
- Identifying youth influencers on social issue that is addressed by the poll and engage them to promote the polls.
- Develop relevant content and promote the findings/comments received from young people on polls through online and offline communication channels (e.g. social media, U-Report public dashboard, meetings with relevant government authorities, etc.)
- Together with the programme and operation officers, improve the visibility of U-Report data by using online and offline platforms/ networks effectively.

3. Actively engage with existing U-Reporters through online and offline platforms

- Maintain continuous engagement with existing U-Reporters using content/community engagement activities through existing social media platforms (i.e. Facebook, WhatsApp, Viber, Telegram), and expand to potential new social media platforms (E.g. TikTok, Instagram).
- Create more opportunities and incentives to engage existing U-Reporters and encourage them to be advocates and drivers of the platform.
- Provide feedback to the U-Reporters on how the information & voices they shared are being used and provide relevant information whenever necessary.

4. Form and sustain a group of young advocates to support U-Report

- Develop a mutually benefiting programme that engage young people closely with U-Report, in line with UNICEF guidelines and the best practices of other countries.
- Attract a group of young people who are interested and can be engaged with the platform as advocate.
- Co-create learning and engagement opportunities with the young advocates group around the platform and its modes of engagements.
- Actively engage this group to lead the direction and interventions of U-Report Sri Lanka platform.

Any other related tasks as may be required or assigned by the supervisor.

Furthermore, UN Volunteers are encouraged to integrate the UN Volunteers programme mandate within their assignment and promote voluntary action through engagement with communities in the course of their work. As such, UN Volunteers should dedicate a part of their working time to some of the following suggested activities:

- Strengthen their knowledge and understanding of the concept of volunteerism by reading relevant UNV and external publications and take active part in UNV activities (for instance in events that mark International Volunteer Day);
- Be acquainted with and build on traditional and/or local forms of volunteerism in the host country;
- Provide annual and end of assignment self-reports on UN Volunteer actions, results and opportunities.
- Contribute articles/write-ups on field experiences and submit them for UNV publications/websites, newsletters, press releases, etc.;
- Assist with the UNV Buddy Programme for newly-arrived UN Volunteers;
- Promote or advise local groups in the use of online volunteering or encourage relevant local individuals and organizations to use the UNV Online Volunteering service whenever technically possible.

13. Results/expected outputs:

As an active UNICEF Sri Lanka team member, efficient, timely, responsive, client-friendly and high-quality support rendered to UNICEF Sri Lanka and its beneficiaries in the accomplishment of her/his functions, including:

- Coordinating the overall rollout of U-Report Sri Lanka programme with the U-Report Implementation and Partnership Coordinator.
- Develop social media and youth engagement strategy for U-Report.
- Develop the social media content plan around the implementation strategy and modes of engagement of the year.
- Increasing the reach and engagement of U-Report social media channels.
- Promote and amplify the modes of engagement for U-Report (Polls, Information Chatbots, Live Sessions and Community Actions) through social media and Youth Engagement.
- Actively engage with existing U-Reporters through online and offline platforms.

- Form and sustain a group of young advocates to support U-Report.
- Age, Gender and Diversity (AGD) perspective is systematically applied, integrated and documented in all activities throughout the assignment
- A final statement of achievements towards volunteerism for peace and development during the assignment, such as reporting on the number of volunteers mobilized, activities participated in and capacities developed

14. Qualifications/requirements:

Required Education Level: Bachelor's degree

Required Experience: 4+ years

a) Education, qualifications, skills, experience, areas of expertise:

- Bachelor's degree in Communication, Marketing, Design, Media or any other relevant discipline.
- At least four years of experience in the fields of Digital Marketing, Social Media Content Creation, Social Media Campaign Management. Hands on experience with Facebook Paid Advertising, and Social Media Community management is required.
- Excellent understanding on digital marketing and digital landscape in Sri Lanka, and experience in managing digital campaigns with the leading brands.
- Excellent understanding and strong networks with child & youth networks and civil society organizations. Previous experience with Youth engagement initiatives is desirable; Recent leadership in child/youth movements and networks is an asset.
- Excellent oral and written skills.
- Excellent communication, presentation, drafting, formulation, and reporting skills.
- Self-motivated, ability to work with minimum supervision; ability to work with tight deadlines.
- Accuracy and professionalism in professional writing and editing.
- Excellent interpersonal skills; culturally and socially sensitive; ability to work inclusively and collaboratively with a range of partners.
- Experience of working with UN is an asset but not a prerequisite.

b) Competencies and values:

- [UNICEF Values Charter](#)
- [UNICEF Competency Framework](#)
- Professionalism: demonstrated understanding of operations relevant to UNICEF; technical capabilities or knowledge relevant or transferrable to UNICEF procedures and rules; discretion, political sensitivity, diplomacy and tact to deal with clients; ability to apply good judgement; ability to liaise and coordinate with a range of different actors, especially in senior positions; where appropriate, high degree of autonomy, personal initiative and ability to take ownership; resourcefulness and willingness to accept wide responsibilities and ability to work independently under established procedures; ability to manage information objectively, accurately and confidentially; responsive and client-oriented;
- Integrity: demonstrate the values and ethical standards of the UN and UNICEF in daily activities and behaviours while acting without consideration of personal gains; resist undue political pressure in decision-making; stand by decisions that are in the organization's interest even if they are unpopular; take prompt action in cases of unprofessional or unethical behaviour; does not abuse power or authority;
- Teamwork and respect for diversity: ability to operate effectively across organizational boundaries; excellent interpersonal skills; ability to establish and maintain effective partnerships and harmonious working relations in a multi-cultural, multi-ethnic, mixed-gender environment with

sensitivity and respect for diversity; sensitivity and adaptability to culture, gender, religion, nationality and age; commitment to implementing the goal of gender equality by ensuring the equal participation and full involvement of women and men in all aspects of UN operations; ability to achieve common goals and provide guidance or training to colleagues;

- Commitment to continuous learning: initiative and willingness to learn new skills and stay abreast of new developments in area of expertise; ability to adapt to changes in work environment.
 - Planning and organizing: effective organizational and problem-solving skills and ability to manage a large volume of work in an efficient and timely manner; ability to establish priorities and to plan, coordinate and monitor (own) work; ability to work under pressure, with conflicting deadlines, and to handle multiple concurrent projects/activities;
 - Communication: proven interpersonal skills; good spoken and written communication skills, including ability to prepare clear and concise reports; ability to conduct presentations, articulate options and positions concisely; ability to make and defend recommendations; ability to communicate and empathize with staff (including national staff), volunteers, counterparts and local interlocutors coming from very diverse backgrounds; capacity to transfer information and knowledge to a wide range of different target groups;
 - Flexibility: adaptability and ability to live and work in potentially hazardous and remote conditions, involving physical hardship and little comfort; to operate independently in austere environments for protracted periods; willingness to travel within the area of operations and to transfer to other duty stations within the area of operations as necessary;
 - Genuine commitment towards the principles of voluntary engagement, which includes solidarity, compassion, reciprocity and self-reliance; and commitment towards UNICEF mission and vision, as well as to the UN Core Values.
- c) Language skills
Fluency in spoken and written English is required.
Fluency in spoken and written Sinhala or Tamil is required.

15. Living Conditions:

Colombo is situated on the Western Province of Sri Lanka and is the commercial capital of the country. Colombo is located on the west coast of the island and adjacent to the administrative capital, Sri Jayawardenepura, Kotte. The climate is temperate all throughout the year but humidity is usually high. From March to April the temperature averages around 31 degrees Celsius (88 degrees Fahrenheit). The only major change in the Colombo weather occurs during the monsoon seasons from May to August and October to January when heavy rainfalls occur. Sri Lanka became a member of the United Nations on 14 December 1955.

As this is a national UN Volunteer assignment, the UN Volunteer will be responsible for arranging his/her own housing and other living essentials.

16. Conditions of Service for national UN Volunteers

The contract lasts for the period indicated above with possibility of extensions subject to availability of funding, operational necessity and satisfactory performance. However, there is no expectation of renewal of the assignment.

Travel to duty station (if applicable) and a Travelling Allowance will be provided in the event the duty station is not within commuting distance from the place of recruitment. The applicable Volunteer Living Allowance (LKR 100418.58) is provided monthly to cover housing, utilities and normal cost of living expenses. Life, health and permanent disability insurance are included (health insurance for up to 3 dependents), as well as final repatriation (if applicable) and resettlement allowance for satisfactory service.

Furthermore, in non-family duty stations that belong to hardship categories D or E, as classified by the [ICSC](#), a Well-Being Differential (WBD) will be provided monthly.

17. TO APPLY:

Submit your CV with a cover letter (in English) and contact information (telephone/email) by email to info@unvlk.org clearly indicating the post title "**U-Report Digital Media and Youth Engagement Coordinator-UNICEF**" in the subject line of the email, by the **08.12.2022 (Thursday-5pm)**.

United Nations Volunteers is an equal opportunity programme which welcomes applications from qualified professionals. We are committed to achieving diversity in terms of gender, nationality, age and culture.