

TERMS OF REFERENCE FOR SHORT-TERM/CONSULTANCY CONTRACTS

JOB TITLE: Digital Communications Associate

TYPE OF CONTRACT:

UNIT/DIVISION: Communications, Advocacy and Marketing

DUTY STATION (City, Country): Monrovia, Liberia

DURATION: 6 months

BACKGROUND AND PURPOSE OF THE ASSIGNMENT:

Liberia is a least-developed, low-income country with 51 percent of its estimated 4.5 million people living in poverty. Although conditions for agriculture are very favourable, over 90 percent of agriculture is subsistence-based. Liberia faces climate-related risks (floods, coastal erosion) with a potential impact on its food security. At the political level, for the first time in 70 years a democratic transfer of power has taken place, with a democratic President elected in 2018. The United Nations Mission in Liberia left in March 2018, after almost 15 years in the country.

WFP Liberia country strategic plan (CSP) articulates WFP's engagement in Liberia from 2019 to 2023 in support of the Government's efforts to end hunger (Sustainable Development Goal 2) and to achieve all the Sustainable Development Goals through global partnership (Goal 17). Through this CSP, WFP aims to transition from humanitarian assistance towards resilience building interventions with a focus on home-grown school feeding and increased country capacity strengthening for the Government and communities to ensure ownership and sustainability.

Increased partnerships with national counterparts, development partners, regional and subregional institutions, United Nations agencies and other key stakeholders remain the cornerstone of WFP's work in Liberia. The strategic shift has been informed by the 2017 national zero hunger strategic review, extensive multi-stakeholder and government consultations and lessons learned from past WFP activities.

Consistent with the Government's priorities as set out in the 2018 Pro-Poor Agenda for Prosperity and Development, other sectoral policies and the 2013–2017 United Nations development assistance framework for Liberia (extended to December 2019), the country strategic plan is built around three interrelated strategic outcomes (SO) designed to contribute to WFP's strategic results:

- SO 1: Food-insecure populations, including school-age children in targeted areas, have access to adequate and nutritious food, including food produced locally, by 2030.
- SO 2: Crisis-affected populations in targeted areas are able to meet their basic food and nutrition needs during and in the aftermath of crises.
- SO 3: National and subnational institutions have strengthened capacities to design and manage food security and nutrition, social protection, etc.

The WFP Liberia Country Office seeks a creative, enthusiastic Digital Communications Associate to join its Communications, Advocacy and Marketing Unit. The Digital Communications Associate will manage the Country Office's digital media including its website, social media, and email outreach. The Associate will create compelling content for digital campaigns, using data and analytics to assess impact and improve our efforts over time.

ACCOUNTABILITIES/RESPONSIBILITIES:

1. Maintain the WFP Liberia website by identifying, drafting and updating content, ensuring compliance with WFP style and corporate web and social media policies.
2. Assist the Communications Officer in developing a social media strategy, in line with WFP's social media policy and guidelines, to showcase WFP's work in Liberia.
3. Research, draft text and design graphics for social media content.

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4. Manage WFP Liberia's presence on Twitter and Facebook by identifying and developing content, preparing posts, including related visuals, contributing to WFP, UN or other partner's social-media campaigns when pertinent to the work of WFP Liberia, ensuring the compliance with the corporate social media policy.
5. Graphic design for newsletters, fact sheets and other publications.
6. Manage the Country Office's Multimedia Hub by uploading photos and video content regularly.
7. Perform any other related duties as required.
- 8.
- 9.

DELIVERABLES AT THE END OF THE CONTRACT:

A digital communications plan outlining the dissemination of content, stories and campaigns on WFP's work in Liberia.

A revised and updated online presence on wfp.org.

High quality communication products for internal and external dissemination.

High quality WFP donor-facing communication material.

QUALIFICATIONS & EXPERIENCE REQUIRED:

Education: Pursuing bachelors or advanced degree in Communications, Public Relations,

Experience: at least 1 year of relevant experience in digital communication, content production for digital platforms and web management or solid skills in those areas.

Knowledge & Skills: Extent and relevance of experience with producing social media content;

Extent and relevance of experience in contributing to outreach and visibility efforts, particularly related to humanitarian contexts;

Knowledgeable about gender issues, agriculture, and climate change.

Knowledge of Adobe Creative Suite, and Canva

Ability to manage tight deadlines and multiple work streams;

Ability to operate effectively in a team, contributing positively to team operations and working relationships.

Languages: English

Certified by Hiring Manager (name/title) & signature):

Aliou DIONGUE, Country Director



Date: 23.06.2022

Accepted by Short-term/Consultancy contract holder (name & signature):

Date: