

SOCIAL MEDIA ADVISOR/BRČKO SUPERVISION SPOKESPERSON

STRATEGIC COMMUNICATION AND PRESS DEPARTMENT

Duty Station: Sarajevo

Contract Type: National Contractor

Grade: 8

Department: Strategic Comm. and Press Department

The Social Media Advisor/Brčko Spokesperson will conceptualize and oversee the implementation of the organisation's online and social media presence to correspond with the strategic communication objectives as well as OHR activities and priorities, and manage the media/PR activities, messaging, and coverage regarding the Brčko Supervision and activities of the Brčko Supervisor in the Brčko District.

The Social Media Advisor/Brcko Supervision Spokesperson will manage in-house content production, draft tweets, media statements, and other press materials to reflect the organisation's strategic communication objectives and agreed messaging.

DUTIES AND RESPONSIBILITIES

- Conceptualise and manage the implementation of online communication strategies in consultation with the Head of Department and other OHR departments.
- Advise the Head of Department and other departments on social media and online communication efforts and needs, including proactive and reactive media relations activities.
- Identify opportunities for social media and online communications around activities by the High

Representatives and senior OHR staff.

- Align the OHR's social media and online communications approach with agreed political messaging and priorities.
- Coordinate and manage multimedia content production to ensure adequate coverage of OHR activities, including the planning and implementation of posts for the organisation's social media accounts.
- Oversee ways to further promote the OHR and its projects online, in consultation with the Head of Department and relevant OHR departments and experts.
- Manage and coordinate in-house graphic, social media, web, and video production to ensure a coherent and uniform visual identity and messaging of the OHR across different platforms.
- Accompany the HR and PDHR on events, meetings, and field visits when necessary to ensure adequate social media coverage in line with agreed guidelines.
- Oversee the implementation of PR and media activities, as well as press and social media strategies for OHR activities in Brčko District:
- Provide expertise and advise the Brčko District Supervisor regarding press and social media activities and coverage;
- Work closely with other colleagues engaged in Brčko Supervision to identify public messaging priorities and develop optimal coverage;
- Liaise with Brčko media representatives and international partners to coordinate interviews and public appearances or other PR activities;
- Accompany the Brčko Supervisor when necessary in meetings and on field visits;
- In coordination with other Press Office colleagues, OHR departments, and experts, oversee the implementation of public information and social media campaigns in Brčko;
- Monitor the media scene in Brčko to highlight information of interest to the Supervisor and the OHR team and identify PR opportunities.

- Provide expertise and advise the Press Office staff on the optimal social media coverage and outreach for OHR public information campaigns.
- Monitor the OHR's online and social media coverage, as well as that of relevant partners and political stakeholders, to adjust media policy accordingly.
- Prepare social media packs for flagship events, initiatives, campaigns.
- Assist in the drafting of press releases, talking points, and answers to media inquiries.
- Edit and proofread OHR public content in the English language.
- Provide technical and expert assistance to other OHR departments when required.
- Deputize for other Press Department staff in their absence.
- Carry out any other communications-related duties as tasked.

PROFESSIONAL REQUIREMENTS / QUALIFICATIONS

- Completion of education to university degree level, or at least five years of relevant professional experience that may substitute for the required university education.
- Excellent English and Bosnian/Croat/Serbian oral and writing skills.
- Knowledge of the Dayton Peace Agreement, its Annexes, the Brčko Final Award; understanding of the current political situation in BiH, and Brčko District in particular.
- Experience with Social Media applications, photo and video production, photo-editing and video-editing software, and internet browsers. Experience with Adobe Photoshop, CorelDraw, and WordPress is an advantage.
- Familiarity and facility with mainstream social media platforms, including but not limited to X, YouTube, and

Instagram; good understanding of online content management and social media outreach.

- Ability to plan and implement projects within set timeframes and tight deadlines.
- Writing, proofreading, and editing skills:
- Ability to create, compose, and edit written materials.
- Ability to write simply with a conversational style.
- Ability to adjust writing style depending on topic, platform, or context.
- Excellent management and organizational skills.
- Ability to operate independently and unsupervised at any time.
- Mature judgment and flexibility, with an ability to cope with stress and long working hours.
- Awareness of the media situation in BiH, and Brčko District in particular.
- Experience of working in a press department is a distinct advantage.

Any person with the above qualifications should provide (in English) a CV with a one-page cover letter and references to the following:

***Human Resources
Office of the High Representative
Emerika Bluma 1, 71000
Sarajevo Bosnia and Herzegovina
E-mail: application@ohr.int***

***Reference number: 2024/046
Closing date for applications: 04 October 2024***

***Only short-listed candidates will be contacted*
*No telephone inquiries please***