



## VACANCY ANNOUNCEMENT

The Global Crop Diversity Trust is an international organization with headquarters in Bonn, Germany whose mission is to ensure the conservation and availability of crop diversity for food security worldwide. For further information about the Global Crop Diversity Trust, consult the web page at <http://croptrust.org>

The Global Crop Diversity Trust is seeking an outstanding candidate for the position of:

### Social Media Focal Point

In implementing its new road map, the Crop Trust's Communications Team will deploy a largely digital-based strategy designed to increase global awareness of the work of the Crop Trust and its science, raise genebanks higher on the global development agenda, accelerate delivery of the Crop Trust's mission and support fundraising initiatives.

As the world continues to embrace and expand digital networks, this channel provides important opportunities for growth. Actively nurturing and maintaining strong cohesive social media platforms and networks is increasingly critical to all outreach.

The successful candidate will report to the Outreach and Engagement Specialist and work closely with other members of the Communications team and team leaders. While upholding the Crop Trust voice and standards, the successful candidate will seek ways to develop and scale Crop Trust social media platforms and networks to support the widespread dissemination of the Crop Trust's and its partners' work. The candidate will contribute towards positioning the Crop Trust as a trusted, leading source of knowledge on crop diversity, genebanks, long term food security, and support Crop Trust's mission to provide a permanent, self-sustaining Endowment Fund to support crop diversity forever.

In line with the new communications strategy, the strategic use and analysis of social media channels and statistics will become a key element of the Crop Trust's outreach success.

#### Key Result Areas

Support the expansion and implementation of the Crop Trust's outreach strategy through the management of daily social media content and monitoring of all social media platforms, techniques and processes.

Reach target audiences and expand follower reach, measured through web-based monitoring statistics, social media monitoring, and other evidence of reach and influence. All social media results shall be monitored and reported on monthly.

Provide training and support for staff and draft the Crop Trust guide to social media.

#### Key Accountabilities

- Implement Crop Trust social media strategy to build the Crop Trust's global reputation, maximize the impact of its work and support fundraising efforts
- Update the social media strategy as needed
- Cohesively run the Crop Trust's social media channels and produce on-brand, snappy, engaging, effective and timely posts etc. across all channels
- Community management by engaging in partners' posts, responding to comments and messages

- Social media channels employed or explored should include Facebook, Twitter, LinkedIn, YouTube, Vimeo, SlideShare, Flickr, Pinterest, Instagram and other cutting edge channels to be identified
- Significantly increase followers and engagement on social media channels.
- Research and employ cutting edge social media channels as they emerge, in line with the social media strategy
- Support social media design and video editing needs as required
- Provide training (remotely or in person) to Crop Trust staff on social media as appropriate
- Create practical Crop Trust social media handbook/guidelines
- Monitor and record social media statistics; provide monthly and quarterly statistics and analysis as well as feedback on social media activities
- Work toward having social media accounts verified

### **Qualifications and competencies**

Education, experience and technical skills:

- University degree in a related discipline (social media, communications, development, international relations, environment, etc.) or equivalent experience
- Experienced and knowledgeable in the strategic and innovative use of social media for nonprofit or international organizations, preferably at a global level
- Demonstrated familiarity with social listening tools and the rapidly evolving terminology and jargon used in social media
- Demonstrated familiarity with social listening and publishing tools for analysis and monitoring, including Buffer, Hootsuite, Crowdbooster, Hashtracking, Tweetdeck, Facebook and Twitter Insights, Meltwater and NodeXL
- Experience in Adobe Creative Suite and knowledge of iMovie or similar; video editing experience is a plus
- Fluency in formal and idiomatic English; fluency in German or UN languages is an advantage
- International experience with an NGO or comparable organization is desirable
- Demonstrated ability to design visual social posts, including creating GIFs and editing short videos, as well as experience organizing and executing live streaming of events

Personal attributes and competencies:

- Ability to excel in a fast-paced, deadline-oriented environment
- Creative, positive, self-motivated, outgoing; enjoys multitasking
- Ability to clearly strategize
- A team player with outstanding interpersonal communications skills
- Highly organised
- A strong client service approach
- Ability to work well under pressure; takes direction well

**Terms and Conditions:** The Trust offers an attractive remuneration package including a competitive salary, non-contributory retirement savings plan, medical insurance and leave provisions. This is a General Service position classified as Level 2, with the highest Level in the General Service Grade Levels being Level 3. The salary range for this level starts at Euro 30,000. Staff of the Global Crop



Diversity Trust (including German nationals) are exempt from host country income tax. All benefits are denominated and paid Euros. Relocation costs are not covered. The initial contract will be for a period of **one** year, subject to a probationary period of six months.

**Applications:** Interested candidates should submit the following:

- a one page summary of your qualifications and experience, indicating how you meet each of the duties and competencies for the position and your motivations for applying;
- your *curriculum vitae* in English (please include your current residence address, telephone, fax and email address, date of birth, gender and nationality);
- names and full contact details of at least three referees.

The above items should be sent to: Human Resources Office, Global Crop Diversity Trust, preferably by email at [trustvacancy@croptrust.org](mailto:trustvacancy@croptrust.org) **Deadline for applications is 26 February 2021, or until position is filled.** Alternatively, applications can be sent by mail to the following address: Global Crop Diversity Trust, Platz der Vereinten Nationen 7, Bonn, Germany. All mailed applications must be postmarked by the above deadline. *Please quote source of advertisement.*

*The Trust is an equal opportunity employer and strives for staff diversity in gender and nationality.  
All applications will be acknowledged, but only short-listed candidates will be contacted*