Terms of reference

Special projects producer

During late April - late December 2021 the Consultant shall:

- Conduct a detailed analysis of the project’s current target audience and its interests. Building upon the obtained results draw up proposals for potential partnerships with popular Armenian accounts (media projects, news agencies, nonprofits and volunteer unions, relevant influencers and experts, brands etc.) on Instagram, Facebook, Telegram, Youtube and other to spur further development of Teenslive.am communities.

- Develop a detailed concept for 5-7 special projects to be implemented together with potential partners within the Teenslive.am content strategy. Suggest most viable concepts to build deeper engagement of the audience and increase key targets. Among others:
  - Ensure the launch of at least one special project on bullying and cyberbullying prevention and response among adolescents and youth
  - Design and introduce a concept for the development of the project’s Youtube channel
  - Prepare a concept for the development of the project’s Telegram channel

- Coordinate preparation and implementation of special projects on different communication channels (incl. script writing for videos and livestreams, texts and cards for blogs and mass media, tests and polls, mechanics for contests, invitation and briefing of speakers and other). In particular, work with contractors, coordinate shootings and development of campaign materials. Ensure their timely placement on Teenslive.am pages as well as analysis of special projects’ results and wrap-up.

- Promote the video content developed within the project’s framework on Youtube, conduct keyword optimization of the videos for better indexation. Coordinate target and context announcement campaigns on different platforms and communication channels to boost the special projects reach.

- Regularly create and place news, expert interviews and posts about special projects on other resources with links to Teenslive.am communities. Inform users of other websites and communities about the special projects via announcements and banners.

- Analyze incoming requests for cooperation and partnerships and communicate with potential partners.

Requirements:

- University degree (incl. in management, communications, journalism, PR);
- At least 2 years of progressively responsible work experience in marketing, advertising, communications and PR;
- Excellent knowledge of Armenian (written and spoken); good knowledge of English. Knowledge of Russian is an asset;
- Understanding of storytelling, experience in creation and implementation of integrated communication campaigns;
- Knowledge and understanding of Armenian media landscape, advanced skills in social media management;
- Desirable: contacts in the media, blogging industry and local nonprofits;
- Excellent managerial and communication skills, excellent teamwork skills.
The application period is open until 23:59 **April 20, 2021** (GMT+3). Should there be any questions, please forward them to a.ilieva@unesco.org. After having reviewed and considered all applications UNESCO will contact the selected candidates.