**Terms of reference**

**Youth editorial board coordinator**

It is expected that during late April – late December 2021 the Consultant will contribute to the project’s further development within the following activity areas and tasks:

**Planning of the project’s content strategy:**

- In cooperation with the Unit for ICT in health education draw up an overall concept and development plan for Teenslive.am on Facebook, Instagram and other platforms through late 2021.
- Renew the styleguide for publications, develop/renew main thematic sections. Prepare recommendations on communication with the subscribers to maintain their engagement and boost their activity.
- Renew recommendations for visual materials design and coordinate the project designer’s work.

**Youth editorial board coordination:**

Coordinate the work of the project’s youth editorial board (5-10 young volunteer correspondents – high school and university students). Prepare a workplan for the youth editorial board with the repartition of tasks and responsibilities between members. Among others:

- Ensure the coordination of at least two training sessions (online or offline) for potential members of the youth editorial board;
- Organize regular coordination meetings (online or offline) – at least on a monthly basis;
- Engage relevant experts and provide training on journalism, basics of photo and video editing, social media management, fact checking and media literacy;
- Review and discuss publications created by the youth editorial board for the Teenslive.am social media communities;
- If needed, edit and proofread publications created by the youth editorial board for the Teenslive.am social media communities.

**Implementation of the project’s content strategy:**

- In line with UNESCO IITE recommendations and together with youth editorial board members and special projects producer develop monthly content plans for the project’s social media pages. Set up a schedule of publications, ensure timely preparation and placement of content to comply with the set deadlines;
- Edit and, if needed, prepare and draft key text materials. Ensure that the produced content meets the quality criteria: is scientifically correct, facts-based and culturally appropriate;
- Within the project’s framework publish audio, visual and text content at the following ratio:
  - On a daily basis: 1 post on one of the communication channels and 2-3 Instagram/Facebook stories
  - On a monthly basis: 2-3 polls, tests and contests (cumulative), 1 special project on one of the communication channels.
• Periodically conduct the users’ feedback analysis, respond to users’ comments and manage complaints. Conduct monthly analysis of the project’s audience (attendance and activity rates);

• Moderate the project’s online communities; delete comments and messages with obscene language and illegal, inaccurate and misleading information.

Requirements:

• University degree (incl. in management, communications, journalism, PR);
• At least 2 years of progressively responsible work experience in online content development and editing;
• Desirable: experience in organization of training sessions;
• Desirable: practical experience in the field of adolescent health and development;
• Excellent knowledge of Armenian (written and spoken), good knowledge of English. Knowledge of Russian is an asset;
• 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.iliева@unesco.org.

After having reviewed and considered all applications UNESCO will contact the selected candidates.