

TERMS OF REFERENCE

Position Title:	Senior Creative Copywriter Associate
Contract/Level:	UNOPS LICA-7
Category:	UNOPS
Section/UNIT:	Private Sector Partnership
Duty station:	Dubai, United Arab Emirates
Duration:	01/04/2021 – 31/12/2022
Closing Date:	1 st of March 2022

1. Background Information

The United Nations High Commissioner for Refugees (UNHCR) is mandated to lead and coordinate international action to protect and assist refugees and other persons of concern.

Private Sector Partnerships Service (PSP) sits within UNHCR's Division of External Relations (DER) and is responsible for mobilizing resources from the private sector for refugees. UNHCR have developed a \$1 Billion Private Sector Fundraising Strategy 2018-2025. This strategy focuses on both Individual Giving and Private Sector Partnerships and identifies priority fundraising markets and regions.

In support of the Private Sector Partnership programmes in MENA, The PSP unit needs to hire a Creative English Copywriter to lead on the English content and help tell compelling stories about refugees and displaced communities to the world.

This includes taking the lead on English copywriting and producing high quality English content including video scripts, captions, emails, social media content, landing pages, newsletters and impact reports in addition to creating taglines, slogans, body copy, and speeches.

2. Duties and Responsibilities

Under the overall supervision of PPH Officer in the MENA region, the Senior Creative Copywriter Associate will be responsible to:

- Copy development for various digital, print, video and occasional offline initiatives – to include both donor and supporter retention and acquisition.
- Produce targeted and engaging copy writing for on-line marketing campaigns and activities based on identified projects/programmes. This will include copywriting in response to sudden-onset emergencies.
- Work closely with the creative content team, to develop creative campaign concepts.
- Develop digital engagement and optimization copy writing to include landing page copy and digital paid advertising.
- Produce highly engaging social media content in English (Facebook, Twitter, Instagram and YouTube) to drive traffic to various micro sites, landing pages.
- Develop creative content for blogs and news articles.
- Create work that is optimized for the Web. Common Web content writing practices include:
 - Succinct, fact-filled content
 - An engaging, active tone
- Provide feedback on design and visual communication content.
- Write and edit speeches as required
- Support internal stakeholders on content requirements, tone and audience.
- Produce individual campaign tactics with focus on storytelling (e.g., collateral, direct mail, emails, web pages, social media, etc.)
- Master the 'tone' of UNHCR to target different demographic and audience niches including multiple nationalities.

- Support the creative team in the delivery of concept presentations and pitches.
- Edit in-house existing content to ensure accuracy and brand consistency.
- Perform multi-channel copy editing and proofreading for external digital marketing campaigns, and donor communications.
- Lead efforts to identify new content/communication opportunities, repurpose existing content, and other creative ways and interesting angles for copies.
- Ensure proper usage of brand, voice, and style, as well as organization, grammar, sentence structure, and punctuation.
- Perform other related duties as required.

Essential Minimum Qualifications and Professional Experience Required

Education

- Secondary education with preferably a degree in English, Journalism, Communications, Advertising, Marketing, Public Relations and/or other related fields.

Work Experience

- Minimum 4 years of relevant work experience of copywriting experience in a creative marketing environment, preferably fundraising with secondary education or minimum 2 years of relevant work experience with Undergraduate degree (equivalent of a Bachelor's);
- Experience of writing effective marketing/fundraising copy with proven results.
- Experience in copywriting for traditional channels is also desirable.
- Written and Spoken fluency in English (required)
- Impeccable spelling and grammar.
- Expert writing skills, editing and proof-reading abilities in English
- Ability to write concise, attention grabbing and hard-hitting copy that puts the message across, especially for digital.
- Experience of graphic design and video software is a plus.
- Ability to distil complex technical/scientific information into effective campaign-level messaging and develop unique value propositions (experience with new product launches preferred)
- Experience with e-mail marketing best practices is a plus
- Experience with optimizing content for today's SEO requirements.

Required skills & Competencies

Essential Competencies:

- A deep understanding of audiences and what motivates them online.
- Excellent overall writing skills in a number of different styles/tones.
- Familiarity with creative processes and techniques.
- Ability to thrive in a fast-paced, high-volume environment.
- Keen attention to detail, high regard for quality is essential.
- Great research, organizational, and learning skills.

Desirable Skills:

- Advanced knowledge and experience in writing and producing content for several digital media channels and digital advertising requirements.
- Comprehensive understanding of the range of fundraising channels and audiences.
- Some experience with online marketing and lead generation.
- Experience in writing engaging social media content.
- Experience in presenting creative work in a visually compelling way to clients and team.
- Strong agency background in campaign development and creative copywriting media trends and analysis.

Language

- Required: Excellent command over the Arabic and English Languages.

Location

The role will be based in Dubai, United Arab Emirates.

To Apply:

Interested applicants should submit their letter of motivation and Personal History Form (P11), including testimonials/degrees/certificates to SAURIHR@unhcr.org indicating “Senior Creative Copywriter Associate” LICA-7 in the subject of the email.

P11 forms are available on https://unhcr.org/recruit/UNHCR_Personal_History_Form.docm and supplementary form https://unhcr.org/recruit/UNHCR_PHF_Supplementary.docm

Closing date for receipt of applications: Tuesday 01st of March 2022.