



General Secretariat (GS)

Geneva, 10 December 2025

E-mail: HRerecruit@itu.int

To the Director-General

Circular letter No. 25/59

Subject: **VACANCY NOTICE No. 2226P-2025/SG-SPM/EXTERNAL/P4 "Senior Social Media Officer"**

Dear Madam, Dear Sir,

The post described in the Annex is to be filled at ITU Headquarters.

The relevant job description with the qualifications required, as well as all other useful information, is annexed hereto.

Administrations are requested to circulate vacancy notices to all potential sources of recruitment including universities, institutes, associations of engineers and the private sector as the case may be.

I would be grateful if Administrations would invite qualified candidates and especially women candidates to apply for the above position not later than 10/02/2026 on ITU career website:

Senior Social Media Officer

The Plenipotentiary Conference adopted the Resolution 48 (Rev. Dubai 2018), affirming that: "...when filling vacant posts by international recruitment, in choosing between candidates who meet the qualification requirements for a post, preference shall be given to candidates from regions of the world which are under-represented in the staffing of the Union, taking into account the balance between female and male staff mandated by the United Nations common system;"

Yours faithfully,

Doreen Bogdan-Martin

Secretary-General

Annexes: **VACANCY NOTICE No. 2226P-2025/SG-SPM/EXTERNAL/P4 "Senior Social Media Officer"**

Job Title: Senior Social Media Officer

INTERNATIONAL TELECOMMUNICATION UNION

ITU is the leading United Nations agency for information and communication technologies, with the mission to connect the world. To achieve this, ITU manages the radio-frequency spectrum and satellite orbits at the international level, works to improve communication infrastructure in the developing world, and establishes global standards that foster seamless interconnection of a vast range of communication systems.

ITU applies a zero-tolerance policy against all forms of harassment. ITU is committed to diversity and inclusion within its workforce, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons with disabilities, to apply to become a part of the organization. Achieving gender balance is a high priority for ITU.

Senior Social Media Officer

Vacancy notice no: 2226

Sector: SG

Department: SPM

Country of contract: Switzerland

Duty station: Geneva

Position number: PM04/P4/759

Grade: P4

Type of contract: Fixed-term

Duration of contract: 2 years with possibility of renewal

Recruitment open to: External

Application deadline (Midnight Geneva Time): 10 February 2026

ORGANIZATIONAL UNIT

The General Secretariat directs administrative, human and financial resources and activities of the Union, including the implementation of the provisions of the administrative regulations on operational questions, the dissemination of information on telecommunication/ICT matters for operational and other purposes, and the provision of legal advice to the whole of the Union. The General Secretariat coordinates the implementation of the Strategic Plan, monitors the telecommunication/ICT environment and recommends as needed action relating to the Union's future policies and strategy. The General Secretariat ensures inter-sectoral coordination and cooperation to advance a whole of ITU approach (One-ITU) in headquarters and the field. The General Secretariat provides logistical and information technology support to the Union's activities including conferences and global forums; the coordination of the work of the Union with the United Nations system, and other international organizations; and the engagement of the Member States, Sector Members, and Academia. The General Secretariat manages corporate governance, and strategic communications and relations with the media, different stakeholder groups as well as the general public.

Within the General Secretariat, the Strategic Planning and Membership Department (SPM) advises the Secretary-General on strategic challenges and their implications for the Union in the fast evolving telecommunications/ICT environment; develops forward-looking strategic proposals to the ITU management team with a view to ensuring that the organization meets the objectives assigned by the membership; plans and coordinates the corporate and strategic activities with a view to ensuring their accordance with membership objectives; organizes and provides secretariat services to the Plenipotentiary Conference, Council, and other meetings in the general secretariat in order to achieve a

high level of involvement from Member States and Sector Members, develops and maintains sound relations with Member States, Sector Members and other entities, the UN and other international organizations. The Department is also responsible for providing expert advice on communication and promotion strategies and for developing and implementing the Union's corporate communication plan in cooperation with the three Sectors with a view to promoting ITU leadership in the field of telecommunications and ICT.

ORGANIZATIONAL CONTEXT

In the Corporate Communication Division (CCD), under the supervision of the Head of Division, the Senior Social Media Officer serves as the strategic lead for ITU's social media presence. He/She develops and executes content and strategies to amplify the Secretary-General's vision and enhance global engagement. This role manages social media activity for both the Secretary-General and ITU, aligning social media efforts, safeguarding brand reputation, and using data-driven insights to optimize performance. Additionally, the Officer establishes social media policies to protect and grow ITU's online influence and fosters community engagement across digital platforms.

DUTIES AND RESPONSIBILITIES

The incumbent:

- Manages the ITU and the Secretary-General's social media accounts, creating content and developing strategies to convey the Secretary-General's vision, amplify thought leadership, and elevate the profile of the Organization.
- Develops, adapts, and executes a social media content strategy aligned with the ITU Strategic Plan and communication priorities to promote the ITU mission, establish a consistent social brand voice, and convert followers into advocates, partners, and members.
- Plans and drives the creation and curation of visual, audio and written content for corporate social media accounts that engage audiences and build credibility and influence.
- Builds capacity and advises ITU Officials, Bureaus, regional and field offices, and (when appropriate) members on how to develop and execute their own social media activities effectively and responsibly, in line with ITU's social media governance and strategic plans.
- Establishes and maintains social media governance, creating policies, guidelines, checklists, and templates to set the standard on brand voice and content quality across platforms.
- Monitors and engages in social conversations, safeguards the ITU brand, and advises on reputation and crisis management.
- Measures, analyzes, and reports on social media performance, establishes key performance indicators, and delivers actionable insights to inform data-driven strategy.
- Stays up to date with social media trends, tools, and best practices to drive optimization of ITU content, engagement, and strategy.
- Performs other related duties as assigned.

CORE COMPETENCIES

Applying Expertise; Effective Communication; Learning and Knowledge Sharing; Organizational Commitment; Results-Focused, and; Teamwork and Collaboration.

FUNCTIONAL COMPETENCIES

Analysis, Judgement and Decision Making
 Client and Service Orientation
 Innovation and Facilitating Change
 Leadership
 Networking and Building Partnerships
 Planning and Organising
 Successful Management

TECHNICAL COMPETENCIES

- Expertise in the use of social media platforms, with the ability to apply creative ideas for audience engagement.
- Strong knowledge of media relations and coverage, public relations and advocacy techniques and methods, particularly as related to social media.
- Excellent writing skills with the ability to communicate complex ideas clearly and translate technical terms into accessible language.
- Proficiency in copy editing.
- Tact, diplomacy and ability to work effectively with officials and clients across various levels and diverse national, cultural and disciplinary backgrounds.

QUALIFICATIONS REQUIRED

Education:

Advanced university degree in communications, journalism, public relations, digital media, marketing or a related field OR education from a reputed college of advanced education with a diploma of equivalent standard to that of an advanced university degree in one of the fields above.

For internal candidates, a first university degree in one of the fields above in combination with ten years of qualifying experience may be accepted in lieu of an advanced university degree for promotion or rotation purposes.

Experience:

At least seven years of progressively responsible experience in social media, including work in an editorial or communications team, with at least three years at the international level.

A Doctorate in a related field can be considered as a substitute for three years of working experience.

Languages:

Knowledge of one of the six official languages of the Union (Arabic, Chinese, English, French, Russian, Spanish) at advanced level and knowledge of a second official language at intermediate level. Knowledge of a third official language would be an advantage. (Under the provisions of Resolution No. 626 of the Council, a relaxation of the language requirements may be authorized in the case of candidates from developing countries: when candidates from such countries possess a thorough knowledge of one of the official languages of the Union, their applications may be taken into consideration).

BENEFITS AND ENTITLEMENTS

Salary:

Total annual salary consists of a net annual salary (net of taxes and before medical insurance and pension fund deductions) in US dollars and a post adjustment (PA) (cost of living allowance). The PA is variable and subject to change without notice in accordance with the rates as set within the UN Common System for salaries and allowances. Annual salary from \$ 84,672 + post adjustment \$ 76,205

Other allowances and benefits subject to specific terms of appointment, please refer to: https://jobs.itu.int/content/What-we-offer/?locale=en_U

INFORMATION ON RECRUITMENT PROCESS

Please note that all candidates must complete an on-line application and provide complete and accurate information. To apply, please visit the ITU [Careers](#) website. The evaluation of candidates is based on the criteria in the vacancy notice, and may include tests and/or assessments, as well as a competency-based interview. ITU uses communication technologies such as video or teleconference, e-mail correspondence, etc. for the assessment and evaluation of candidates. Please note that only selected candidates will be further contacted and candidates in the final selection step will be subject to reference checks based on the

information provided. Messages originating from a non ITU e-mail account - @itu.int - should be disregarded. ITU does not charge a fee at any stage of the recruitment process.