

Terms of Reference

United Nations Millennium Campaign – Europe: Professional Digital Communications Assistance (period: 1 Aug - 31 Dec 2010)

The United Nations Millennium Campaign supports citizens' efforts to hold their governments to account for the achievement of the Millennium Development Goals (MDGs). Raising awareness on the MDGs among citizens is one of the main tasks of the UNMC.

To ensure that the UNMC message reaches the widest possible public, the internet is of paramount importance.

In this connection, UN Millennium Campaign – Europe office, in line with the UNMC global communication strategy, seeks a company which can provide technical assistance in the domain of digital communications in order to ensure greater success in its electronic outreach activities.

More specifically, this company will be support the UNMC as follows:

1. Content development across UNMC European networks

- In close collaboration with the UN Millennium Campaign's Europe – Web Editor, develop digital communications plans for campaigns which successfully inspire and engage audiences through the website, emails, social media and mobile communications.
- Setting up monitoring-tools for external sites and blogs.

2. Online campaigning

- Take a lead role developing digital strategies for online campaigning, social media and communications for campaign projects.
- Develop an '*add your badge*' application for Facebook, which can be adopted and customized by the National Campaigns.
- Provide research based strategic advice on the development and use of new tools for online campaigning.
- Contribute to the development of UNMC's E-work e.g. commenting on project proposals and consultation documents, participating in brainstorming / planning meetings and developing specific online campaigning opportunities.
- Keep up to date with innovations in digital technology and techniques and identify opportunities to test and implement new tools that will help increase the impact of UNMC online campaigning activities.
- Monitor and report recruitment and engagement response rates, and impact and adapt tools and techniques to increase audience conversion rates.

3. Social media

- Update new social media tools, keep abreast of Best Practices and how other organizations and companies are using them in order to identify new campaigning opportunities.
- Develop and implement strategies and new tools for recruiting and engaging supporters through social media.

4. Support the overall communications strategy of UNMC Europe

- Collaborate with the wide-ranging network of supporters / partners for research and development projects in connection with UNMC Europe outreach activities.

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