

# Recrutement d'équipe

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## Agent de communication numérique - 22316-FT\_LT

Division de l'information et de la promotion de Madrid, Registre de Madrid, Secteur des marques et modèles  
Classe - P3

Durée du contrat - 2 ans (durée cumulée maximale de 5 ans) \*

Lieu d'affectation : CH-Genève

Date de publication : 06-janv-2023 Date limite d'inscription : 02-Fév-2023, 22:59:00

**AVIS IMPORTANT CONCERNANT LA DATE LIMITE DE CANDIDATURE** : veuillez noter que la date limite de candidature est indiquée en heure locale selon le fuseau horaire de l'emplacement du candidat.

Ce poste est un poste à durée déterminée à durée déterminée.

### 1. Contexte organisationnel

#### a. Cadre organisationnel

L'affectation est située dans la Division d'information et de promotion de Madrid (Madrid IPD), Registre de Madrid. L'IPD de Madrid est chargé de fournir des informations sur le système de Madrid et de le promouvoir en vue d'élargir sa portée géographique parmi les États membres de l'OMPI et d'encourager une utilisation accrue du système. Madrid IPD est également responsable de la gestion du service client et du développement des services en ligne de Madrid.

#### b. Déclaration d'intention

The incumbent will support the public education and awareness activities of the division for the creation of communication products and coordination of events. The incumbent will also strategize on and run the development of web and print contents, as well as handle the continuous optimization of communications to current and prospective users of the Madrid System via social media, digital marketing campaigns and tailored promotional materials.

#### c. Reporting Lines

The incumbent works under the supervision of the Communications and Information Manager.

### 2. Duties and Responsibilities

The incumbent will perform the following principal duties:

a. Audit, set up, maintain and update webpages and online content on the Madrid System. Capture and analyze web and email data/metrics, and provide recommendations for optimizing content and structure;

b. Plan and execute communication activities, including copywriting, and mailing and social media campaigns targeting user groups (paid and unpaid), and report on performance indicators and audience measures;

c. Lead the strategy for content creation and community management to develop Madrid System's social presence: publishing, reading, responding to and routing social media comments in a timely manner;

d. Oversee the production and distribution of content and visual/multimedia assets for: online and print promotional materials and publications; promotional merchandise; international events; and coordinate within our unit and with other units across WIPO as well as external stakeholders;

e. Undertake research and contribute to target market-created content for use in public engagement, case studies, media articles and education initiatives;

f. Present externally to the Madrid System's audience (e.g. webinars) when necessary; share experience on communication with other WIPO units and participate in internal courses when necessary; and

g. Perform other related tasks as required by the supervisor.

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### 3. Requirements

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#### **Education (Essential)**

First-level university degree in communications, management, marketing or other relevant degree.

#### **Education (Desirable)**

An advanced university degree in digital communications.

#### **Experience (Essential)**

At least six years of professional experience in marketing communications and event management, including experience in digital strategy, print and web content development.

#### **Experience (Desirable)**

Experience working in an international setting and/or multicultural environment.

Prior experience in multimedia and video production to support education and promotion activities.

#### **Language (Essential)**

Excellent written and spoken knowledge of English and French.

#### **Language (Desirable)**

Knowledge of Spanish and/or other official United Nations languages.

#### **Job Related Competencies (Essential)**

Proven track record in business writing and editing for online and print content, including the ability to present complex information clearly and succinctly, adapting messages to culturally diverse audiences.

Good knowledge of web usability practices (user experience, SEO, etc.) and digital communication strategies.

Proven working experience in community management and social media marketing such as LinkedIn.

Excellent organizational and analytical skills and attention to detail; assume responsibility and accountability for assignments and tasks. Good verbal and presentation skills.

Excellent communication and interpersonal skills and ability to maintain effective partnerships and working relations in a multicultural environment with respect for diversity.

Competent user of Microsoft Office applications (Word, Excel, Outlook, PowerPoint) and the Internet, and the ability to adapt quickly to new software.

Knowledge of various online marketing tools including Mailchimp, Google Analytics, Google Ads and Photoshop, or any similar platforms/software.

## Job Related Competencies (Desirable)

Good understanding of the Madrid System, as well as issues related to trademark rights protection.

Knowledge of Content Management Systems (CMS) and HTML.

Be abreast of new communications trends and understanding of a variety of channels to reach targeted audiences.

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## 4. Organizational Competencies

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1. Communicating effectively.
2. Showing team spirit.
3. Demonstrating integrity.
4. Valuing diversity.
5. Producing results.
6. Showing service orientation.
7. Seeing the big picture.
8. Seeking change and innovation.
9. Developing yourself and others.

## 5. Information

**Mobility:** WIPO staff members are international civil servants subject to the authority of the Director General and may be assigned to any activities, office or duty station of the Organization. Accordingly, the selected candidate may be required to move from time to time to new functions and/or to another duty station.

### Annual 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. **Please note that this estimate is for information only.** The post adjustment multiplier (cost of living allowance) is variable and subject to change (increase or decrease) without notice. The figures quoted below are based on the **November 2022** rate of **78.6%**

P3	
Annual salary	\$62,692
Post adjustment	\$49,276
Total Salary	\$111,968

Currency USD

Salaries and allowances are paid in Swiss francs at the official rate of exchange of the United Nations.

Please refer to [WIPO's Staff Regulation and Rules](#) for detailed information concerning salaries, benefits and allowances.

### Additional Information

\* Initial fixed-term appointment of two years, renewable subject to satisfactory performance and other applicable conditions. The selected candidate's appointment will be subject to an overall term of five years in this position, with no possibility of renewal beyond that term. S/he may, however, apply and be considered for other positions at WIPO.

This is not applicable to WIPO staff members on fixed-term, continuing or permanent appointments, who were recruited following a competition under Staff Regulation 4.10 ("Appointment Boards").

This vacancy announcement may be used to fill other posts at the same grade with similar functions in accordance with Staff Rule 4.9.5.

Applications from qualified women as well as from qualified nationals of unrepresented Member States of WIPO and underrepresented geographical regions are encouraged. Please click on the following links for the list of [unrepresented Member States](#) and the list of underrepresented regions and the WIPO Member States in these regions.

The Organization reserves the right to make an appointment at a grade lower than that advertised.

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By completing an application, candidates understand that any willful misrepresentation made on this web site, or on any other documents submitted to WIPO during the application, may result in disqualification from the recruitment process, or termination of employment with WIPO at a later date, if that employment resulted from such willful misrepresentations.

In the event that your candidature is shortlisted, you will be required to provide, in advance, a scanned copy of an identification and of the degree(s)/diploma(s)/certificate(s) required for this position. WIPO only considers higher educational qualifications obtained from an institution accredited/recognized in the World Higher Education Database (WHED), a list updated by the International Association of Universities (IAU) / United Nations Educational, Scientific and Cultural Organization (UNESCO). The list can be accessed through the link: <http://www.whed.net/>. Some professional certificates may not appear in the WHED and these will be reviewed individually.

Additional testing/interviewing may be used as a form of screening. Initial appointment is subject to satisfactory professional references.

Des vérifications supplémentaires des antécédents peuvent être nécessaires.

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