



VACANTE

25 de junio de 2020

Convocatoria: **UNFPA México 008-2020**

Título: **Digital Marketing Internship Mirada Joven.**

Términos de Referencia: Adjuntos

Duración del contrato: Del 3 de Agosto¹ de 2020 al 29 de enero de 2021 con posibilidad de extensión de acuerdo al desempeño y actividades del proyecto.²

Las personas interesadas deberán enviar una carta de intención dirigida al Sr. Arie Hoekman, Representante del UNFPA, señalando cómo su experiencia se adecúa al perfil solicitado.

Además, deberán anexar:

- *Curriculum Vitae* y el formulario P11 (adjunto) debidamente completado y firmado.

Los documentos deberán ser enviados al correo electrónico buzon.official@unfpa.org.mx con copia a jalvarez@unfpa.org, indicando el número y título de la vacante.

Fecha límite para la recepción de solicitudes: **9 de julio de 2020 a las 17:30 horas.**

- *Ninguna tarifa o cuota debe ser pagada en cualquier momento del proceso de selección.*
- *El UNFPA no solicita ni indaga información sobre el estado de cualquier candidata/o con respecto al VIH o el sida. Asimismo, en ningún caso ejerce discriminación sobre la base del estatus de cada persona con respecto al VIH o el sida.*
- *Debido al gran número de solicitudes esperadas, UNFPA sólo se pondrá en contacto con las/los solicitantes que haya sido preseleccionadas/os para entrevista.*
- *El UNFPA está comprometido con la diversidad laboral en términos de género, nacionalidad y cultura. Todas las personas que cumplan con el perfil profesional solicitado, independientemente de*

¹ La fecha de inicio del contrato podrá variar dependiendo de la disponibilidad de la persona seleccionada. Sin embargo, se espera poder iniciar actividades en la fecha mencionada.

² El contrato puede extenderse más allá de esta fecha, según la evaluación de desempeño y la disponibilidad de fondos.

TERMS OF REFERENCE

DIGITAL MARKETING INTERN	
Hiring Office:	UNFPA MEXICO
Purpose of Internship:	<p>UNFPA is the United Nations Sexual and Reproductive Health agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled.</p> <p>UNFPA works to improve the lives of people in more than 150 countries around the world, where 80 percent of the world's population is concentrated. Globally, UNFPA has been recognized as a leading digital health and data agency. UNFPA acts as a catalyst for progress by working with governments and in close collaboration with other United Nations agencies, with civil society, academia, faith-based organizations and the private sector. We make a real difference in the lives of millions of people, especially those in situations of greatest vulnerability. UNFPA's Strategic Plan 2018-2021 puts a significant emphasis on innovation. It sends a clear signal: UNFPA is changing to achieve transformative results.</p> <p>A revamped global corporate innovation strategy puts bold action to identify solutions, build alliances and amplify impact at the centre of UNFPA programmes.</p> <p>Currently, we are responding to the COVID-19 pandemic and are committed to continue working for the benefit of the most vulnerable populations.</p> <p>In fulfilling its mandate and the Innovation strategy, UNFPA has launched the platform "Mirada Joven" (www.miradajoven.org) in order to guide and inform the Mexican population about pregnancy prevention in adolescents, gender-based violence, maternal health and youth participation.</p> <p>This platform works to amplify the scope in terms of coverage and penetration to gain closeness to the population. Furthermore, this platform is a point of convergence for those organizations and institutions that work in favor of sexual and reproductive rights for adolescents. UNFPA Mexico is currently making efforts to facilitate alternatives for youth and adolescents in Mexico with Mirada Joven as a response to COVID-19 pandemic.</p> <p>The challenge is to bring innovative strategies in order to increase social impact by amplifying Mirada Joven scope aiming at improving Health and Reproductive Health for youth and adolescents in Mexico. An innovative, digital strategy needs to take place in order to keep "Mirada Joven" growing and creating value for all its stakeholders, especially to help them get through COVID-19 pandemic and its consequences.</p>

<p>Scope of work:</p> <p><i>(Description of services, activities, or outputs)</i></p>	<p>Primarily the intern will be responsible for developing digital strategies to maximize the impact and growth of “Mirada Joven” platform.</p> <p><i>COVID-19 Response – Mirada Joven</i></p> <ul style="list-style-type: none"> ● Create innovative proposals to help adolescents and youth go through COVID-19 and its consequences <p><i>Shape “Mirada Joven” Digital Strategy</i></p> <ul style="list-style-type: none"> ● Develop digital strategy to foster growth and increase social impact ● Conduct a competitive analysis to drive differentiation ● Reinforce current value proposition for all stakeholders ● Propose innovative features and capabilities from current platform ● Undertake an external mapping of potential platform allies ● Identify and implement digital marketing best practices <p><i>Support “Mirada Joven” Growth Acceleration</i></p> <ul style="list-style-type: none"> ● Design a 5 year roadmap to define Mirada Joven expansion ● Articulate efforts to foster “Mirada Joven” positioning strategy ● Plan activities for platform re-launch and activations ● Develop digital products to support growth strategy ● Design an engagement (loyalty) model for platform stakeholders ● Recommend strategic options for platform funding ● Collaborate to design an investment campaign for “Mirada Joven” <p><i>Digital Marketing Toolkit</i></p> <ul style="list-style-type: none"> ● Propose a tool portfolio to measure digital performance ● Design a digital marketing manual for UNFPA Mexico ● Propose digital performance scorecard for UNFPA Mexico <p><i>Promote Digital Culture</i></p> <ul style="list-style-type: none"> ● Gain and document learning on Mirada Joven’s users and digital behaviors ● Conduct research and produce knowledge pieces on various innovation processes ● Promote innovative, business-minded approaches for current initiatives ● Push the boundaries of current thinking to improve current program execution
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Duration and working schedule:	The internship agreement contract will initially be for 6 months with an expected starting date of 03 August 2020 and ending date of 29 January 2021.		
Duty Station:	Remote work based. Supervision and coordination will be through collaborative online platforms, e-mail and teleconferences.		
Expected Travel:	No travel expected.		
Deliverables, delivery dates and format of delivery:	Deliverables	Date due	Format
	COVID-19 response proposals.	Aug 18 th , 2020	Digital ppt.
	Competitive analysis.	Aug 25 th , 2020	Digital ppt.
	Mirada Joven positioning & digital strategy.	Sep 4 th , 2020	Digital ppt.
	Mirada Joven digital products proposal.	Sep 18 th , 2020	Digital ppt.
	5 year Mirada Joven Roadmap proposal.	Sep 25 th , 2020	Digital ppt.
	Loyalty program proposal.	Oct 2 nd , 2020	Digital ppt.
	Collaboration to build investment campaign.	Oct 9 th , 2020	Digital ppt.
	Support Mirada Joven crowdfunding strategy.	Oct 16 th , 2020	Digital ppt.
	Digital performance scorecard proposals.	Oct 30 th , 2020	Digital ppt.
	Digital performance assessment tool.	Nov 13 th , 2020	Digital ppt.
	Digital Marketing best practice plan.	Nov 30 th , 2020	Digital ppt.
	Loyalty model for Mirada Joven investors.	Dec 11 th , 2020	Digital ppt.
	Digital Marketing manual.	Jan 8 th , 2021	Digital ppt.
	Digital Performance scorecard.	Jan 22 th , 2021	Digital ppt.
	Final report.	Jan 29 th , 2021	Digital ppt.

Supervisory Arrangements, including monitoring and progress control	<p>Under the overall supervision of the UNFPA Communications Coordinator and in close coordination with the UNFPA Mexico Innovation Consultant.</p> <p>Besides monitoring the timely and quality delivery of the deliverables mentioned earlier, a mechanism will be agreed upon between the “Mirada Joven” team to set control points throughout the project to maintain close track of progress made.</p>
Required expertise, qualifications and competencies, including language requirements:	<p>Graduated or senior year students. Marketing (digital), Innovation related studies, Entrepreneurship or Management studies.</p> <ul style="list-style-type: none"> • Work experience or familiarity collaborating with major international and/or development organizations is strongly preferred. • Affinity with themes related to Digital Marketing, Innovation, Social Entrepreneurship, Population, Sustainable Development and Human Rights • Experience in participating in social or private business projects • Knowledge on any digital marketing and social innovation • Knowledge on designing digital strategies • Abilities in project management and strategic thinking • Proven written and oral communication skills • Strong team, process, and workshop facilitation/teaching skills • Proven capacity to carry out high quality research and to design or produce knowledge products • Familiarity or experience with UNFPA or UN is desirable • Fluent written and oral English and Spanish. • No previous formal experience is required.
Inputs / services to be provided by UNFPA or implementing partner	<p>UNFPA Mexico Country Office will provide all the relevant information, advice and support to the development of the internship</p>
Other relevant information or special conditions, if any:	<p>Stipend rate paid according to UNFPA’s internships policy.</p>