

Building Peace Together

The Geneva Centre for Security Policy (GCSP) is an international foundation serving a global community of individuals and organisations. Our mission is to advance peace, security and international cooperation. We provide the knowledge, skills and network for effective and inclusive decision-making.

The Geneva Conventions' World Tour (GCWT) is a newly created initiative incubated at the GCSP's Creative Spark.

Today, the Geneva Conventions – the backbone of international humanitarian law (IHL) – are under threat. They are increasingly being eroded not only by frequent and flagrant violations of their fundamental principles, but also by the lack of effective monitoring and sanction mechanisms, as more States ignore their collective obligation to enforce them. Political and economic interests too often shape States responses to international humanitarian law (IHL) violations. This situation is further exacerbated by a lack of public understanding of the content and purpose of the Geneva Conventions, particularly among the younger generation.

The Geneva Conventions are an expression of our shared humanity and fundamental values. As such, they deserve not only our respect and protection, but visibility and public engagement.

The Geneva Conventions' World Tour (GCWT) aims to revive this universal sense of humanity, raise global public awareness, and mobilise civil society in support of the Geneva Conventions. Civil society has repeatedly demonstrated its ability to influence the behaviour and decisions of states. While human rights activism is widespread, international humanitarian law remains less visible. This project aims to foster IHL engagement while highlighting the importance of multilateralism and reinforcing Geneva's role on the global stage.

The GCWT will take the form of symbolic torches bearing the name of the Geneva Conventions, which will travel across all regions nearly simultaneously (approximately one torch per region). The torches will be carried from city to city by people from various backgrounds. In countries that are inaccessible or unstable, a virtual relay will be organized, with the safety of participants as a core consideration.

Alongside the relay, local activities will be carried out in close collaboration with universities, civil society organizations (including human rights, youth, disability and women's groups), national Red Cross and Red Crescent societies, professional associations (lawyers, journalists, farmers, doctors, veterans, etc.), and businesses. These activities may include press conferences, public debates, street demonstrations, giant murals, outdoor art exhibitions, concerts, flash mobs, social media campaigns, statements by celebrities, etc.

A strong emphasis will be placed on media coverage throughout the Tour.

The project also includes the production of a documentary film tracing the history, progress, and the journey of the GCWT. This film could then be screened in universities, high schools, and other educational institutions, including the Geneva International Film Festival and Forum on Human Rights, to further raise awareness among young audiences and inspire creative civic engagement.

Are you interested in joining this newly created initiative and its highly motivated team? If you are highly organised, pro-active, results-driven and collaborative, and dedicated to building the digital presence and public engagement of the Geneva Conventions worldwide, you may be our future:

Social Media Officer

Geneva Conventions' World Tour - Creative Spark

Part-time (50%)

12 months, renewable

The position is remote/hybrid, ideally based in the Greater Geneva area

The GCWT is seeking an experienced and creative Social Media Officer to build its digital presence from scratch and create meaningful engagement around the project's mission. The successful candidate will be responsible for developing and managing our social media activities, designing and implementing social media campaigns, producing and curating compelling content, engaging with online communities, and increasing awareness and visibility of the project. The Social Media Officer is under the overall supervision of and reports to the Communications Coordinator.

This role requires both strategic thinking and hands-on execution. The ideal candidate is an excellent communicator with a strong editorial sense, able to create campaigns that reach target audiences. They are highly organized and precise, capable of translating complex and sensitive issues into clear, engaging digital narratives, while staying attuned to current and emerging digital trends.

The selected candidate will bring enthusiasm, initiative, and a positive and energetic mindset, along with clear ideas on how to organise and prioritise their work. They will combine proven technical skills with a service-oriented approach, the ability to multitask and work independently, and a proactive, patient, and collaborative way of working.

Responsibilities

- Contribute to communication strategy and action plan by developing, executing and reporting on social media campaigns to promote the GCWT.
- Manage and maintain the organization's presence across relevant social media platforms.
- Source, create (including writing original short-form content), edit and publish engaging multi-media content, such as videos, photos, and blog posts, across social media platforms in coordination with the Communications Coordinator.
- Monitor all social media posts relating to the GCWT to ensure they are or have not been politicized and respond to comments, messages, and mentions to foster constructive community engagement.
- Develop recommendations for responding to complex and sensitive social media inquiries, and review them with the Communications Coordinator and the Project Directors, providing recommendations on approaches and potential repercussions.
- Develop and maintain relationships with influencers, bloggers, and other relevant contacts.
- Monitor and report on social media traffic, analytics, and trends related to International Humanitarian Law (IHL).
- Analyse and report on the effectiveness and impact of the project's social media communication tools in reaching and engaging target audiences.
- Conduct research and identify new opportunities to strengthen engagement with target audiences.

Required Education

- Digital Marketing degree or equivalent in a relevant field, with a minimum of three years of relevant professional experience, preferably in a non-profit setting.

Experience

- Knowledge of the world of social media and legal aspects around authorization of use of pictures, videos, articles, etc. produced by others.
- Demonstrated experience and success in social media campaigning.
- Proven ability to grow and mobilise support for campaigns online through both organic and paid social media strategies.
- Experience managing and analysing data to inform campaign strategies and rapid-response communications.
- Experience with major social media platforms, including Facebook, X/Twitter, Instagram, and TikTok, with a willingness to engage with emerging platforms.

Desired skills

- Ability to exercise judgement, discretion, and initiative within a politically sensitive environment, and to provide well-informed advice.
- Proficiency in graphic design and video-editing tools.
- Strong project management skills, with the ability to implement new ideas quickly and with attention to detail.
- Excellent English communications skills (written, verbal, and visual). Knowledge of additional languages, such as French, Spanish, and/or Arabic is desirable.
- Personal resilience and the ability to work effectively under pressure, both independently and as part of a team.
- Strong understanding of social media platforms and digital advocacy trends.
- Demonstrated ability to meet deadlines in a fast-paced environment.
- Ability to work independently and collaboratively within a remote team environment.
- Creative and innovative thinking, with the ability to develop original solutions particularly in emerging and unexpected challenges.
- Some knowledge of the non-profit sector, coupled with an interest in international relations and security policy issues.

If you see yourself undertaking this exciting opportunity, we are eager to receive your full application file (cover letter and CV) on genevaconventionsworldtour@gcsp.ch 20 August 2026 COB, with the name of the position in the subject line.

The successful candidate will be expected to take up the position on 1 October 2026 or at the earliest mutually convenient date.

The GCSP is committed to creating a diverse and inclusive environment of mutual respect. The GCSP recruits and employs staff regardless of disability, sex, age, gender identity, religion, cultural, ethnic and socio-economic backgrounds or any other personal characteristics.

Application process

Due to Swiss employment regulations, only candidates with Swiss/EU citizenship or a valid work permit for Switzerland will be accepted.

Applications should include:

1. A **comprehensive curriculum vitae** giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A **cover letter** that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the job description.
3. **Salary expectations, notice period and names of two referees**, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your expressed permission).