

I. Post Information

Job Title: **Advocacy and Communication Specialist #136013**

Supervisor Title/ Level: **Chief of Communication, #86148**

Organizational Unit: **APC Section**

Post Location: Yangon, **Myanmar Country Office**

Contract duration: **11 months up to 31 March 2027**

(extendable based on funding availability and programme requirements)

Job Level: **Level 3**

Job Profile No.:

CCOG Code: **1A08**

Functional Code: **COM**

Job Classification Level: **NOC**

II. Organizational context and purpose for the job

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programmes, in advocacy and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children’s rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are violated. There is growing evidence that investing in the health, education and protection of a society’s most disadvantaged citizens — addressing inequity — not only will give all children the opportunity to fulfill their potential but also will lead to sustained growth and stability of countries. This is why the focus on equity is so vital. It accelerates progress towards realizing the human rights of all children, which is the universal mandate of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nations.

UNICEF aims to be the leading advocate for children, enabled by a cohort of networked, strategic, innovative, and effective advocates who deliver change for children in every part of the world.

Organizational context

Advocacy and Communication are at the center of UNICEF’s mandate. We advocate to decision makers for the protection of children’s rights, to help meet their basic needs and

to expand their opportunities to reach their full potential'. We communicate to key public and private audiences to build support for the cause of children.

The Advocacy and Communication Specialist GJP is to be used in a Country Office; Regional Office or HQ Division. The Advocacy and Communication Specialist reports to the Senior Adviser or Chief Section or Advocacy and Communication Manager, who is at **Level 5/4**.

Purpose of the job:

The NOC Advocacy and Communication Specialist is accountable for coordinating, implementing, monitoring and evaluating advocacy and communication strategies to achieve positive outcomes for children and young people.

III. Key functions, accountabilities and related duties/tasks:

Summary of key functions/accountabilities:

1. Communication strategy development and implementation
2. Advocacy strategy development and implementation
3. Digital communications
4. Media relations
5. Advocacy and communication M&E
6. Communication and advocacy capacity building
7. Stakeholder engagement
8. Others

This staff member will drive the development of effective, integrated communication and advocacy strategies. Incumbent will work collaboratively with colleagues across teams and with external partners to drive changes in policy and practice and secure political and financial commitments for children. Duties include:

1. Advocacy strategy development and implementation:
 - Provide technical support in developing a robust advocacy strategy, with SMART outcomes, compelling calls to action, and a clear theory of change. Analyze political, economic and cultural trends from a wide range of sources and identify potential advocacy opportunities and challenges.
 - Propose new approaches and innovative ideas as part of the strategy development process.
 - Coordinate the implementation of advocacy strategies and plans, working across teams to deliver a range of tactics, such as: developing advocacy briefs and products, producing advocacy narratives, shaping creative activations to drive public engagement, working with the media, and organizing events.
2. Communication strategy development and implementation:
 - Provide technical assistance in designing and delivering effective communication plans that will deliver the aims of key advocacy strategies and help to mobilize public and private support for the cause of children.

3. Digital communications:
 - Coordinate and/or support the day-to-day conceptualization, budgeting, planning, coordination, execution and digital content creation, as well as the monitoring and evaluation of digital initiatives and integrated advocacy campaigns for key audiences.
4. Media relations:
 - Help to build and maintain strong relationships with journalists and media outlets covering all media – print, TV, radio, web, etc.
5. Advocacy and communication M&E:
 - Establish baselines against which results are regularly monitored; analyze the effectiveness of the strategy, approach and activities; and drive the day-to-day production and dissemination of M&E results on a regular basis.
6. Advocacy and communication capacity building:
 - Contribute to building internal UNICEF and partner capacities in advocacy and communication, through coaching, training and sharing of expertise.
7. Stakeholder engagement:
 - Identify, build and maintain formal and informal advocacy partnerships and networks through proactive collaboration with strategic internal and external partners.
 - Adopt a consultative approach and solicit the support of key stakeholders at critical points of the strategy.
8. Others:
 - Undertake other key responsibilities as required.

CHILD SAFEGUARDING

Child safeguarding involves proactive measures to limit direct and indirect collateral risks of harm to children, arising from UNICEF's work, UNICEF personnel or UNICEF associates. The risks may include those associated with: physical violence (including corporal punishment); sexual violence, exploitation or abuse; emotional and verbal abuse; economic exploitation; failure to provide for physical or psychological safety; neglect of physical, emotional or psychological needs; harmful cultural practices; and privacy violations.

Certain UNICEF positions present elevated child safeguarding risks ("elevated risk roles") and candidates and/or incumbents may be subject to more rigorous vetting and training. Roles may be elevated risk roles because of significant unsupervised direct contact with children, their data, having a role in responding to safeguarding incidents, or being otherwise assessed as presenting an elevated risk. This position has been identified as not being an elevated risk role.

Note: To appropriately categorize this position, please refer to the [Guidance on Identifying & Assessing Elevated Risk Roles](#) for this job profile and remove non-applicable description in the highlighted area above.

IV. Impact of Results

The efficiency and efficacy of support provided by the Advocacy and Communication Specialist:

- I. Robust, integrated advocacy and communication strategies are developed implemented, monitored and evaluated, with SMART advocacy and communication outcomes and/or outputs and clear theories of change.
- II. Measurable change for children and young people through the achievement of defined advocacy and communication outcomes and/or outputs at the global, regional and/or national level.
- III. Public and private support for the cause of children and UNICEF continues to increase, with new strategic partnerships forged and a measurable increase in resources for children.
- IV. A clear digital communication strategy with an associated work plan is developed to raise awareness of children's rights in the public domain, grow supporter engagement and elevate focus of UNICEF's advocacy priorities and campaign initiatives, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.

Achieving these goals will significantly contribute to the well-being of children.

V. UNICEF values and competency Required (based on the updated Framework)

i) Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

Core Competencies (For Staff without Supervisory Responsibilities) *

- Demonstrates Self Awareness and Ethical Awareness (1)
- Works Collaboratively with others (1)
- Builds and Maintains Partnerships (1)
- Innovates and Embraces Change (1)
- Thinks and Acts Strategically (1)
- Drive to achieve impactful results (1)
- Manages ambiguity and complexity (1)

*The 7 core competencies are applicable to all employees. However, the competency Nurtures, Leads and Manages people is only applicable to staff who supervise others.

VI. Recruitment Qualifications

Education:	<p>An Advanced University degree in Public Policy, Political Science, International Relations, International Development, Public Administration, Economics, Communication, Journalism or other relevant fields.</p> <p>* A first level university degree with an additional two years of experience may be accepted in lieu of the advanced university degree.</p>
Experience:	<p>At least five (5) years of progressively responsible and relevant professional work experience in communications is required.</p> <p>Experience in developing and implementing communications strategies.</p> <p>Advocacy experience in building and maintaining a network of stakeholders, and in working with partners or coalitions.</p> <p>Experienced and current in digital and social media content and audience trends, as well as in managing online platforms and channels.</p> <p>Experience in media relations for earned media.</p> <p>Strong communicator with emphasis on being able to present complex ideas in succinct, engaging ways.</p> <p>Knowledge of children's rights, public policy, international development and humanitarian issues.</p> <p>Experience of communications work in a developing and emergency environment.</p> <p>Experience of writing and editing communications materials, such press releases, feature stories, human interest stories and social media copy.</p> <p>Experience in advocacy at the international level is an asset.</p> <p>Experience in training and facilitation is an asset.</p>

	Communications work with a UN organization is a strong asset.
Language Requirements:	Fluency in English and Burmese is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.