



## SPECIFIC JOB PROFILE

### I. Post Information

Job Title: Communication Associate (Donor Visibility)  
Supervisor Title/ Level: Communication Specialist, NO-3  
Organizational Unit: Communication and Advocacy Section  
Post Location: UNICEF Greece Country Office

Job Level: GS6  
Job Profile No.:  
Job Classification Level:

### II. Strategic Office 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 programs, 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.

#### **Strategic office context :**

The newly established UNICEF Country Office in Greece is expanding its mandate to cover a wide area of programmatic interventions and partnerships with government entities, local governance, independent authorities, civil society, the private sector and youth. GCO's first ever CPD for the period 2022 to 2026 was drafted and endorsed by the Greek Government.

The CPD includes national targets for children in areas such as poverty, education, health, social protection, justice and youth employment, jointly agreed upon with Greece Country Office (GCO) counterparts in the country.

With a multifaceted communication, partnerships and advocacy plan to support the implementation of the 5year CPD, the Office seeks to strengthen its Communication and Advocacy Section with the addition of a Communication Associate to support with the negotiation, planning, implementation and monitoring of a wide range of public and private partnership communication and visibility initiatives.

**Purpose for the job:**

The Communication Associate will be responsible for providing assistance in negotiating, drafting and implementing detailed communication and visibility plans for each major private and public donor, partner and implementing actor under specific MoUs, PCAs or grants in close collaboration with partnerships and programme colleagues as well as RO and EU offices. The incumbent will also ensure that the production of communication products and materials is executed in a timely manner and followed up to honour office and partner commitments as well as facilitate content gathering missions by liaising with implementing partners and field staff. The Communication Associate will also generate and maintain diversified relationships with journalists and media outlets to ensure maximum visibility of efforts and elaborate monthly reports to monitor the progress of the agreed upon plans and will serve as the main communication and visibility focal point for partners and donors.

The Communication Associate (Donor Visibility) will contribute to UNICEF's mission and objectives in the country, by enhancing the organization's credibility and brand.

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

- Create, plan and implement partner/donor focused Communication and Visibility plans showcasing achievements under specific grants, projects, partnerships, including identifying key priorities, messages, main assets, platforms, KPIs, etc.
- Support regular communication with public and private donors and partners to strengthen the effective implementation of the specialized communication and visibility work plans.
- Prepare background communication and promotional materials for briefings and visits of media, partners, donors and other special interest groups, including information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.
- Support UNICEF implementing partners in ensuring UNICEF and donor visibility on digital platforms and field locations.
- Ensure that the Country Office's contact list of individuals, NGOs, private sector, organizations and fora (including Government, UN, and bilateral counterparts), are maintained and further developed.
- Work closely with the Reporting Specialist of the Office in generating donor reports against C&V deliverables.

**Media Engagement**

Assist in building and strengthening partnerships with journalists and editors through maintaining good relations, effective collaboration and communication to achieve UNICEF's communication goals.

- Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and administrative arrangements for them.
- Assist in organizing activities such as project site visits, press conferences, one on one interviews, etc.
- Identify and pursue news opportunities to showcase UNICEF's work in the field by pitching stories to radio, tv and print media according to institutional priorities.

**Production of Communication and Visibility Material**

- Works closely with supervisor, communication and resource mobilization colleagues to strengthen brand visibility by creating multimedia (video, photography, human interest

stories) content for various social media channels, UNICEF Greece website and offline events, public activities and campaigns that promote UNICEF and donor/partner brands.

- Coordinate production of multimedia assets (photos, videos, interviews) on the field (work with photographers/videographers, etc) and sharing assets to UNICEF's regional and global platforms for amplification.
- Ensure that the production of communication products and materials is timely executed and followed up to support country communications strategy.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials for both web-based and traditional media, as appropriate.
- Ensure publication of content on media, social media and digital platforms.
- Provide operational and administrative support functions in relation to work planning, monitoring and the procurement of services to achieve communication results. This includes the preparation of work plans, TORs, contracts, and other documents for partnerships, services and supplies.

#### **Support to Monitoring and Reporting of Communication Results**

- Maintain a matrix of C&V plans and key deliverables and timelines under each donor/partner.
- Generate monthly analytical reports against C&V deliverables for internal and external reporting.
- Monitor and evaluate the use and effectiveness of media materials by maintaining a library of coverage (clippings, coverage etc.)
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

**Performs other duties as required**

## **IV. Impact of Results**

The post is established to enhance the delivery of programme results for children and families in the country by supporting partner and donor engagement through various multimedia platforms, including opportunities to engage new supporters, partners and donors, as well as through the proactive interaction with the media and general public to raise awareness and interest in issues affecting children in Greece and UNICEF's and partners'/donors' role in addressing them.

V. Competencies and level of proficiency required	
<p><b><u>Core Values attributes</u></b></p> <ul style="list-style-type: none"> <li>• Care</li> <li>• Respect</li> <li>• Integrity</li> <li>• Trust</li> <li>• Accountability</li> <li>• Sustainability</li> </ul> <p><b><u>Core competencies skills</u></b></p> <ul style="list-style-type: none"> <li>• Drive to Achieve Results for Children (1)</li> <li>• Builds and Maintains Partnerships (1)</li> <li>• Thinks and Acts Strategically (1)</li> <li>• Manages Ambiguity and Complexity (1)</li> <li>• Innovates and Embraces Change (1)</li> <li>• Works Collaboratively with others (1)</li> </ul>	

VI. Recruitment Qualifications	
Education:	Completion of secondary education is required, preferably supplemented by technical or university courses related to the field of work.
Required Experience:	<ul style="list-style-type: none"> <li>• A minimum of 6 years experience working on press office, donor, partner communication and visibility planning and implementation for a UN Agency, Civil Society Organization, multinational company or media/publishing outlet.</li> <li>• Proven ability to manage multiple priorities within specified timeframes.</li> <li>• Very strong, and proven, editorial and writing capabilities in English and Greek.</li> </ul>
Desired Experience	<p><b>Desired Experience:</b></p> <ul style="list-style-type: none"> <li>• Technical skills in producing visual content for multimedia formats (audio, video, photography).</li> <li>• Technical skills in producing original content and managing digital platforms (website, social media).</li> <li>• Experience working in an emergency context, including direct interaction with children and families.</li> <li>• Experience working for the UN could be considered an asset.</li> </ul>
Language Requirements:	Fluency in Greek and English.