



UNITED NATIONS CHILDREN'S FUND JOB PROFILE (JP)

I. Post Information

Job Title: **Child Protection Officer (Child Online Protection and Digital Rights¹)**
Supervisor Title/ Level: **Child Protection Specialist (matrix management: Chief Planning, Monitoring and Evaluation/Child Rights and Business Officer)**
Organizational Unit: **Malaysia**
Post Location: **Putrajaya**

Job Level: **Level 2 (P2 / NOB)**
Job Profile No.:
CCOG Code: **1L04**
Functional Code: **CHI**
Job Classification Level: **Level 2**

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.

Job organizational context:

Malaysia is at the forefront of digitalization. By 2025, Malaysia's digital economy sector is expected to contribute 25.5% to GDP. Children in Malaysia are high-frequency internet users with 94% of 12–17-year-olds being internet users, and the digital economy is likely to become a major source of future employment for Malaysia's youth. This is also the aim of the Madani Economy Framework to ensure children are educated with appropriate skills for the new job market.

There are increasing threats for children online. In Malaysia, 1 in 25 children have experienced online child sexual exploitation and abuse (OCSEA).¹ There has been an increase of 90% in reported cases of suspected child sexual abuse materials (CSAM) from Malaysia

¹ The position will primarily be covering the child online protection (COP) portfolio (80%) and the remaining portfolio will include CRB elements (20%).

between 2017 and 2019.ⁱⁱ Beyond OCSEA, there are other threats which are also exacerbated by Artificial Intelligence (AI) and lead to self-harm such as cyber bullying, harassment, economic exploitation and personal data misuse; and harmful content online.

National capacity and response to threats is very low. Only 100 out of the almost 100,000 IP addresses (0.1%) shared with the Malaysian police suspected of sharing CSAM online over a 5-year period have been checked.ⁱⁱⁱ Only 50 suspects were arrested with unknown conviction rates. There is low awareness and understanding among children, caregivers, teachers of the risks of child online protection concerns, including OCSEA. Moreover, there is a gap in safe, trusted and capacitated reporting channels and response services for child victims of OCSEA. Half of the children who have experienced OCSEA did not disclose to anyone, and in general, do not know where/how to get support. Support services including social service workforce are fragmented and not capacitated to provide specialized services on OCSEA. This is reflective of larger issues of lack of multi-sectoral collaboration & leadership to address child online protection concerns effectively.

Government's response to online threats to children and to children causing harm online is not in line with international standards. Children are not exempt from criminal liability for the new offences under the Penal Code, which means the amendments will introduce a highly punitive approach to bullying and cyberbullying by children. This is contrary to the recommendations of the UN Committee on the Rights of the Child, which promotes non-punitive, restorative and rehabilitative approaches.. Furthermore, the new Online Safety Act does not promote a more comprehensive approach to online safety. For eg, it does not balance protection from harm with respect for the fundamental rights to freedom of expression, to information and to privacy and the obligation on industry with respect to CSAM is lacking with no obligation to report CSAM to police, to filter and block CSAM.

GoM has agreed to host the upcoming ASEAN ICT Forum in 2025. It is a platform to share the achievements, experiences, learn from others and build a stronger vision for Child Online Protection (COP) and Digital Rights programming in the country, as well as the emerging AI landscape in order to be well-prepared to handle the associated complexities to ensure that children's rights are not curtailed rather realized in a secure environment. This would require the right level of engagement with partners to make this a success for Malaysia as the ASEAN Chair in 2025.

COP is part of the VAC agenda (online), which has received significant emphasis during the recent Global Conference on EVAC held in Colombia in November 2024, requiring specific expertise, capacity-building and partners that are beyond the other CP portfolios.

Consequently, children's digital rights require a holistic approach, in line with the General Comment No. 25 (2021) on children's rights in relation to the digital environment: The digital environment is becoming increasingly important across most aspects of children's lives, including during times of crisis, as societal functions, including education, government services and commerce, progressively come to rely upon digital technologies. It affords new opportunities for the realization of children's rights, but also poses the risks of their violation or abuse. Without a holistic approach to children's digital rights, the work on COP could offer potential risks to the agenda of freedom of expression online and limit UNICEF's capacity to engage both with government and industry to address systemic issues that children face in digital ecosystems, in line with the Committee's General Comment No. 25. Several global developments on industry engagement in UNICEF in digital rights, including on Human Rights Due Diligence (HRDD) and safety and privacy by design have also emerged.

UNICEF has articulated its contribution to this agenda and added value across various instruments including, in the Goal Area 3 of UNICEF's [Strategic Plan 2022-2025](#), UNICEF Child Online Protection Strategic Framework 2024, and at the regional level, [Declaration on the](#)

[Protection of Children from All Forms of Online Abuse and Exploitation in ASEAN](#) and the [Regional Plan of Action for Protection of Children from All Forms of Online Abuse and Exploitation in ASEAN](#).

Purpose for the job:

The Child Protection Officer (Child Online Protection and Digital Rights) will provide technical and operational assistance for the development, implementation, monitoring, evaluating and reporting for the child online protection and digital rights programme. Particularly, this position will provide support to the government partners in the execution of the ASEAN ICT Forum to be held in Malaysia in 2025, with a specific focus on child online protection.

While, the majority of the work will entail programming around child online protection, due to UNICEF Malaysia's contribution to the agenda of Digital Rights that goes beyond Child Online Protection, this position will ensure coordination and alignment with the broader digital inclusion and digital transformation agendas. This would entail making sure that those left behind in terms of access to inclusive, affordable and appropriate digital products and services and related opportunities are targeted in UNICEF's approaches.

Overall, this will involve a strong in-office collaboration for mobilizing business accountability for mitigating online risks and harms, including through safety by design, well-being by design, child rights due diligence, and compliance to minimum standards.

The position will be supervised by UNICEF Child Protection Specialist and overall guidance of the Chief of Child Protection, with a managerial line to Chief Planning, Monitoring and Evaluation (PME) as well under which Child Rights and Business (CRB) falls, and working with other sections such as Technology for Development (T4D) and Communications to work holistically towards the digital rights agenda.

III. Key functions, accountabilities and related duties/tasks *(Please outline the key accountabilities for this position and underneath each accountability, the duties that describe how they are delivered. Please limit to four to seven accountabilities)*

The Child Protection Officer (COP) is responsible for the following functions:

- 1. Support to children's digital rights programme development and planning**
- 2. Programme management, monitoring and delivery of results**
- 3. Technical and operational support to programme implementation**
- 4. Networking and partnership building**
- 5. Innovation, knowledge management and capacity building**

1. Support to children's digital rights programme development and planning

- Conduct and update the situation analysis for the development, design and management of children's digital rights programme. Research and report on development trends (e.g. economic, social, health) and data for use in programme development, management, monitoring, evaluation and delivery of results.
- Contribute to the development and establishment of children's digital rights programme goals, objectives, strategies, and results-based planning through research, analysis and

reporting of children's digital rights landscape, particularly child online protection and other related information for development planning and priority and goal setting.

- Provide technical and operational support throughout all stages of programming processes by executing and administering a variety of technical, programme, operational, and administrative transactions, preparing related materials and documentations, and complying with organizational processes and management systems, to support programme planning, results-based planning (RBM) and monitoring and evaluating of results.
- Prepare required programme documentations, materials and data to facilitate the programme implementation.
- Build a strong, collective and shared narrative from UNICEF to enhance engagement with government and private sector on the wider child online protection ecosystem through an office-wide approach with the industry/business/private sector (telecommunication companies, financial institutions, gaming companies, internet service providers) and in our policy and public advocacy efforts.
- Provide support to T4D and CRB for the stakeholder mapping of the various entities in the digital space, including but not limited to the government bodies and regulators, public sectors, Civil Society Organisations (CSOs), international organisations, academia, etc. along with the associated risk analysis.

2. Programme management, monitoring and delivery of results

- Work closely and collaboratively with CRB, T4D and communications colleagues and partners to discuss implementation issues, provide solutions, recommendations and/or to alert appropriate officials and stakeholders for higher-level interventions and/or decisions. Keep records of reports and assessments for easy reference and/or to capture and institutionalize lessons learned.
- Participate in monitoring and evaluation exercises, programme reviews with government and other counterparts to assess the programme, and to report on required action/interventions at the higher level of programme management.
- Monitor and report on the use of programme resources (financial, administrative and other assets), verifying compliance with approved allocations, organizational rules, regulations, procedures and commitments, standards of accountability and integrity. Report on critical issues and findings to ensure timely resolution by management and stakeholders. Follow up on unresolved issues to ensure resolution.
- Prepare regular and mandated sectoral programme/project reports for management, and partners to keep them informed of programme progress.

3. Technical and operational support to programme implementation

- Conduct regular programme exchanges internally (C4B, T4D, Communications) and externally with partners/stakeholders to assess progress and provide technical support. Take appropriate action to resolve issues and/or refer to relevant officials for resolution. Report on critical issues, bottlenecks and potential problems for timely action to achieve results.
- Provide technical and operational support to government counterparts, CSOs, UN system and other country office partners on the application and understanding of UNICEF policies, strategies, processes and best practices in children's digital rights, particularly COP, to support programme implementation.
- Develop and implement the strategic way forward, based on CP's identified interventions in the new country programme, advocacy strategy with CSOs and the draft office-wide strategy.

- Provide technical support to ensure that appropriate support services are available including for children to have access to safe and capacitated reporting channels for OCSEA and other harms and for public to report suspected OCSEA.
- Provide support to implement the specific component on COP within the recently approved National Child Policy and its action plan.
- Provide support to the upcoming ASEAN ICT Forum focusing on COP, which GoM has agreed to host in 2025. This would require extensive work to coordinate internally and externally with partners, including multiple government ministries, private sector, UNICEF RO and children/adolescents. It will also require providing technical inputs to the steering committee to discuss progress; supporting the organization of two pre-events with children/adolescents and the private sector as well as a post spin-off event.
- Provide support to the ASEAN review processes coming up in 2025, specifically the [Declaration on the Protection of Children from All Forms of Online Abuse and Exploitation in ASEAN](#); and review of the [Regional Plan of Action for Protection of Children from All Forms of Online Abuse and Exploitation in ASEAN](#).

4. Networking and partnership building

- Build and sustain close working partnerships with government counterparts (Ministry of Women, Family and Community Development, Ministry of Communication, Malaysian Communications and Multimedia Commission (MCMC), Ministry of Digital, Malaysia Cybersecurity Agency) and industry partners/stakeholders through active sharing of information and knowledge to facilitate programme implementation and build capacity of stakeholders to achieve and sustain results on children’s digital rights, particularly COP.
- Support the office to engage with existing industry forums and corporate sustainability platforms and benchmarks for concerted advocacy and relationship building for accelerating progress on this important area to create potential for stronger action by businesses and cooperation with government agencies.
- Mobilize business accountability for mitigating online risks and harms, including through safety by design, child rights due diligence, and compliance to minimum standards, as well as work with government on strengthening the ethics and governance frameworks around technology.
- Draft communication and information materials for programme advocacy to promote awareness, establish partnership/alliances and support fund raising for children’s digital rights programme.

5. Innovation, knowledge management and capacity building

- Identify, capture, synthesize, and share lessons learned for knowledge development and to build the capacity of stakeholders.
- Apply innovative approaches and promote good practices to support the implementation and delivery of concrete and sustainable programme results.
- Research and report on best and cutting edge practices for development planning of knowledge products and systems.
- Participate as a resource person in capacity building initiatives to enhance the competencies of clients and stakeholders.

IV. Impact of Results *(Please briefly outline how the efficiency and efficacy of the incumbent impacts its office/division and how this in turn improves UNICEF's capacity in achieving its goals)*

The efficiency and efficacy of support provided by the Child Protection Officer (Child Online Protection and Digital Rights) to the broader children's digital rights agenda, particularly the child online protection programme preparation, planning and implementation, contributes to the achievement of sustainable results to create a protective environment for children against harm and all forms of violence in the online space, and ensures their survival, development and well-being in society. Regulatory approaches to protect children in digital environments, as well as increased industry uptake of HRDD and safety by design approaches as part of responsible business conduct are expected to result from the planned interventions. Effective advocacy on this agenda will increase the credibility of UNICEF country office's programming and partnerships for children's rights at all levels.

V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles)

i) Core Values

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


ii) Core Competencies

- 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)

VI. Recruitment Qualifications

Education:	A university degree in one of the following fields is required: international development, human rights, sociology, law, international law, or another relevant social science field.
Experience:	A minimum of two years of professional work experience in child protection policies, programmes or services

	<p>including relevant experience from the online protection lens.</p> <p>Experience in programme design and management and policy advocacy is required.</p> <p>Experience working in upper middle income countries / contexts is considered as a strong asset.</p> <p>Background and/or familiarity with private sector, technology sector is considered as a strong asset.</p>
Language Requirements:	Fluency in English and Malay is required. Knowledge of another official UN language or a local language is considered as an asset

VII. Signatures- Job Description Certification	
<p><u>Prepared by:</u> Farrah Ilyas Child Protection Specialist (on stretch)</p>	 06-Jan-2025
<p><u>Recommend by:</u> Selvi Supramaniam Chief of Child Protection (OIC)</p>	
<p><u>Approved by</u> Robert Gass Representative</p>	

i Amounting to ~100,000 of 12–17-year-olds being blackmailed to engage in sexual activities, having their sexual images shared without permission, or being coerced to engage in sexual activities through promises of money or gifts; UNICEF-INTERPOL-ECPAT 2022 Disrupting Harm Study

ii Amounting to 183,326 suspected OCSEA from electronic service providers in 2019, Source: NCMEC's CyberTipline

iii Exact figures 93,368 vs 103 between 2017-Q1 2022