



TERMS OF REFERENCE

Post Title: Social & Behavior Change Officer (TA)

Duty Station: Manila

Level: NO-B

Duration: 7 Months

Funding: SC230739, 3420/A0/07/880/006/001

Supervision: Post Title, Level: SBC Specialist, NOC

PURPOSE OF TEMPORARY ASSIGNMENT:

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.

Social and Behaviour Change in UNICEF is a cross-cutting programme strategy that analyses and addresses the cognitive, social and structural determinants of individual practices and societal changes in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, their values, the socio-cultural norms and the economic and institutional contexts that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for change. SBC brings social and behavioral evidence generation together with participation in community-led and human-centered processes. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around behaviors like immunization, feeding practices, learning, hygiene, and positive discipline, as well as transformations across sectors needed to make societies more inclusive, equitable and peaceful.

UNICEF SBC employs a mix of approaches including community engagement, strategic communication, applied behavioral science, service delivery improvement, systems strengthening, social mobilization and policy advocacy to advance child rights, survival, development, protection and participation.

The SBC Officer (Temporary Assignment) will ensure the continuity of key SBC initiatives while the SBC Specialist is on maternity leave. The role focuses on strengthening SBC research, partnerships, capacity building, and knowledge-sharing. The Officer will work closely with cross-sectoral teams, government counterparts, and implementing partners to ensure UNICEF's SBC priorities remain on track.

MAJOR DUTIES AND RESPONSIBILITIES:

1. Generate and Utilize Research, Data, and Evidence

- In collaboration with sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, design, implement, and/or participate in SBC situation analyses and formative research that identify social and behavioral drivers.
- Assist in the completion, dissemination, and use of the SBC Landscape Analysis and Capacity Assessment in coordination with sector focal points and research partners and stakeholders.
- Provide technical assistance in documenting SBC evidence to inform policy and programmatic decisions. Specifically, works with sector focal points and partners in preparing investment and policy briefs for SBC based on the findings and recommendations of the landscape analysis and capacity assessment to advocate for SBC integration into national systems, sectoral workplans, and policy dialogues.
- Support the development and dissemination of research reports and case studies for national scientific conferences and coordinate the setting up of exhibit or knowledge corner(s) during these conferences to showcase SBC in UNICEF.
- Contribute to internal and donor reporting by preparing data-driven inputs.

2. Technical Assistance to sectors on the development and implementation of SBC interventions

- Provide technical inputs in the development/updating, and implementation of internal SBC plans, applying behavioral science and innovative approaches, and consistent with quality standards
- Participate in programmatic visits, field monitoring activities, and documentation of SBC flagship initiatives.
- Participate in Programme Implementation Reviews (PIRs) and planning workshops, ensuring SBC is well-integrated.
- Contribute to the development, implementation, QA, and monitoring of partnership agreements including humanitarian response, community engagement, and Accountability to Affected Populations (AAP).
- Provide timely and evidence-based inputs in technical reports, presentations, and donor reports, with links to supporting documents and knowledge products.
- Assist in the onboarding, technical briefing, and in providing technical guidance to SBC consultants, service providers, and partners regarding SBC in UNICEF, programme guidance, and quality standards.

3. Capacity Building and Knowledge Management

- Identify, design, and/or organize SBC tools, materials, and learning resources for staff and partners, including on new approaches such as behavioral analysis, behavioral insights, human-centered design, social listening, and social accountability mechanisms. Use and adapt existing UNICEF learning resources, guidelines and training materials to build SBC capacity among staff, implementing partners and relevant government and non-government counterparts.
- Support the design, implementation, and monitoring of SBC bite-sized learning sessions, with feedback mechanisms for improvement.
- Monitor and document the Country Office's progress in SBC capacity development and identify areas for improvement and action points.
- Provide technical support to implementing partner(s) in integrating SBC in academic courses at all phases of partnerships.
- Coordinate and support sector focal points in preparing regular contributions to the global SBC newsletter.

4. Monitoring, Evaluation, and Reporting

- Support sector focal points in evidence-based reporting on SBC within UNICEF's internal reporting systems.

- Contribute to annual reporting for cross-sectoral and sectoral by consolidating SBC inputs and success stories, with links to supporting documents and knowledge products, as needed.
- Co-design and co-facilitate a year-end SBC review and reflection session.
- Participate in strategic planning and refinements of the DRIVE for Change strategy and roadmap.

5. Networking and Partnership Engagement

- Strengthen coordination and engagement with the relevant networks to expand collaboration with key stakeholders and advance SBC work.

QUALIFICATIONS AND COMPETENCIES:

Education:	A university degree (Bachelor’s or higher) in a social and behavioral science, including sociology, anthropology, communication studies/communication for development, psychology and/or related field is required.
Experience:	A minimum of two years of professional experience in one or more of the following areas is required: social development programme planning, communication for development or social and behavior change, public advocacy or another related area. Relevant experience in a UN system agency or organization is considered an asset.
Language Requirements:	Fluency in English and Filipino is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

Languages:

Fluency in English (verbal and written) is required. Knowledge in the local language is an asset.




Competency Profile

i) Core Values (Required) CRITAS

- Care • Respect • Integrity • Teamwork • Accountability • Sustainability

ii) Core Competencies

- Builds and Maintains Partnerships • Demonstrates self-awareness and ethical awareness • Drive to achieve Results for impact • Innovates and embraces change • Manages ambiguity and complexity • Thinks and acts strategically • works collaboratively with others

Prepared by:	Endorsed by:	Approved by:
 KATRINA EBORA-VILLAFRANCA SBC Officer	 KATHLEEN SOLIS Supervisor	 XAVIER FOULQUIER Dep Rep Programmes, AI