

Terms of Reference for Temporary Appointment

Post Title: **Strategic Partnerships and Communication Officer**
Level: **NOB**
Duration: **364 Days**
Supervisor (title): **Chief Communications, Advocacy and Partnerships**
Period of assignment: **From 15th April 2026 to 14th April 2027**
Funding Source: **Regular Resources and other resources (Airtel, Canada- Matercard Foundation)**

I. Background and Context

In 2026, UNICEF Rwanda celebrates 40 years of partnership with the Government and people of Rwanda, marking four decades of progress for children across Health, Nutrition, Education, Child Protection, Water, Sanitation and Hygiene (WASH), and Social Policy. This milestone coincides with the rollout of UNICEF Rwanda's new Country Programme, an expanded Private Sector Engagement (PSE) Strategy, and Rwanda's renewed National Strategy for Development II.

As UNICEF commemorates its 40-year journey in Rwanda (UNICEF Rwanda@40), the organization is placing strong emphasis on:

- Visibility for UNICEF's mandate of upholding the rights of all children;
- UNICEF mandated and strong voice for achieving rights of all children in Rwanda
- Support agency of children and youth through participation and empowerment;
- Celebrate partnerships supporting progress on children's agenda;
- Deepening private sector partnerships for children;
- Scaling responsible business practices aligned with children's rights;
- Expanding domestic resource mobilization, including individual giving and corporate philanthropy;
- Strengthening multi-stakeholder collaboration in line with national priorities.

To deliver this ambitious UNICEF Rwanda@40 agenda and support the implementation of UNICEF Rwanda's Private Sector Engagement Strategy and new Country Programme, UNICEF Rwanda requires a dedicated Strategic Partnerships and Communication Officer to provide support on advocacy, private sector engagement, partnerships development, strategic communications, and in-country resource mobilization.

II. Purpose of the Assignment

Under the guidance and supervision of the Chief, Communications, Advocacy and Partnerships (CAP), the Strategic Partnerships and Communication Officer will:

- Support UNICEF Rwanda@40 commemorative initiatives, positioning the private sector as a key partner for children including mobilizing private sector in tree planting initiatives for every school in Rwanda;
- Support strategic communications, advocacy, and visibility related to partnerships and resource mobilization for UNICEF Rwanda@40.
- Support and strengthen private sector engagement and partnerships aligned with UNICEF Rwanda @40;
- Advance domestic resource mobilization, including corporate contributions, individual giving, and innovative fundraising mechanisms;

III. Key Responsibilities and Tasks

A. Whole-of-Society Mobilization Workstream

(Song, Writing Competition, Car-Free Day Relay)

- Design and implement mass engagement campaigns
- Support and coordinate:
 - National anniversary song & choreography
 - National writing competition
 - Car-Free Day relay events
- Mobilize schools, youth networks, media, and influencers
- Ensure integration of children's voices and participation
- Manage communication rollout and public engagement strategy

B. Hope for Life: Greening Schools & Communities

(Tree planting in schools)

- Coordinate implementation across:
 - 5,000 schools (40 trees each) across the country
- Work with Government (Ministry of Education (MINEDUC), Ministry of Environment (MoE), Rwanda Forestry Authority (RFA) and districts)
- Ensure smooth functioning of the supply chain (seedlings, logistics, tracking)
- Integrate behavior change (nutrition, environmental stewardship) with MINEDUC and RFA
- Monitor tree survival and community ownership

C. Children's Gala – World Children's Day

(High-level national convening)

- Plan and execute national gala event (500+ participants)
- Support in the coordination:
 - Government, CEOs, Development Partners
 - Children’s participation and storytelling
- Lead protocol, logistics, and program design
- Secure commitments and announcements from stakeholders
- Manage media and visibility

D. Private Sector Partnerships

- Engage 40+ companies as partners
- Mobilize:
 - Financial contributions
 - “40 actions for children” commitments
- Develop partnership packages and value propositions
- Track corporate commitments and ESG alignment
- Support visibility and recognition of partners

E. Africa’s Future Voices – Youth & Diplomacy

- Support in the organization of the Youth–Diplomatic Dialogue
- Support in the organization of the Pan-African student competition
- Engage Diplomatic Corps and universities
- Facilitate youth-led innovation and policy dialogue

F. Legacy for Children – Voices of Service

- Identify and engage former UNICEF staff and people whose lives have been impacted by UNICEF’s work.
- Document testimonies (written, video, digital archive)
- Produce storytelling content for national platforms
- Link past achievements to future ambitions
- Develop a “living archive” of UNICEF Rwanda’s impact

IV. Qualifications of a Successful Candidate

- **Education:** Bachelor or equivalent (First Level University Degree) in one of the fields is required: Business Administration, Development studies, Marketing, Communication or another relevant technical field. A professional qualification in project management is required.
- **Work Experience:** At least 2 years of relevant work experience in one or more of the following areas is required: Partnerships, private sector development, communication, public advocacy, or another related area.
- **Language Proficiency:** Fluency in English and Kinyarwanda is required.

Specific experience or knowledge required for the position

- Experience in working with the private sector in Rwanda.
- Experience in initiating and managing partnerships with both public and private stakeholders.
- Experience with establishing and operationalizing multi-stakeholder platforms.
- Experience in evidence based policy level advocacy.
- Experience in Communications
- Relevant experience in a UN system agency or organization is considered an asset.
- Advanced University Degree (i.e. Master's degree or equivalent) in the relevant fields would be considered a strong asset.

Competencies of a Successful Candidate (Based on UNICEF professional competency profile)

Core Values

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

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)

Prepared by:

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APPROVED BY:



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Country Representative

Date: