



## GENERIC JOB PROFILE

I. Post Information	
Job Title: Communication Officer – PBF: Climate Change, Peace and Security project Supervisor Title/ Level: Communication Officer NO-B Organizational Unit: Madagascar/Antananarivo - CAP	Job Level: NO-A Job Profile No: _60000261 CCOG Code: 1A08 Functional Code: COM Job Classification Level:

II. Organizational Context and Purpose for the job
<p>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.</p> <p>To implement these principles, UNICEF Madagascar has partnered with IOM and UNESCO as part of a project on <i>Community Resilience for the Environment and Disaster Risk Education</i> in four communes of the Androy and Atsimo Andrefana regions. The project is being implemented over a 36-month period with funding from the Peacebuilding Fund. In this part of the island, climate change and its impacts threaten peace and security. The scarcity of natural resources—combined with biodiversity loss, poverty, and inadequate public services and infrastructure—heightens tensions between communities, exacerbates inequalities, and increases vulnerability. Girls and women, and even more so children, are the most affected. As part of the project’s implementation, UNICEF Madagascar is responsible for recruiting a Communication Officer to ensure the project’s visibility among beneficiary communities and all stakeholders</p> <p><u>Purpose for the job:</u> The Communication Officer will serve as the communication focal point and coordinator for the entire PBF project. Under UNICEF leadership, the incumbent will be responsible for planning, coordinating and implementing communication, advocacy and visibility activities across all partner agencies</p>

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

#### 1. Communication materials

*Ensure that the production of communication products and materials is timely executed and followed up to support the communication and advocacy strategy related to the project.*

##### Duties & Tasks

- Act as the primary communication focal point for the PBF Joint Programme, ensuring coherence and consistency of messaging across all partner agencies.
- Coordinate communication planning and implementation with UNESCO, IOM and other relevant partners to ensure harmonized approaches and joint visibility with relevant materials, networks and resources
- Oversee and produce high-quality communication products for the Joint Programme, including human-interest stories, success stories, articles, briefs and social media content.
- Maintain an organized documentation system for all communication materials and resources.

#### 2. Media relations and Donor Visibility

*Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – linked to the project, to communicate the story of UNICEF's cooperation to a wider audience.*

##### Duties & Tasks

- Maintain and update media contact lists; ensure timely and accurate information sharing.
- Build and sustain collaboration with mass media and key partners; support media engagement through visits, photo opportunities and coverage facilitation.
- Draft and edit articles, press releases, human-interest stories and other advocacy materials across all media formats.
- Prepare background materials and promotional content for media briefings, field visits and special events.
- Monitor and assess the use and effectiveness of media materials; maintain an organized library of media coverage and communication resources.
- Serve as liaison with the Peacebuilding Fund Secretariat on visibility and communication-related matters, as required.

#### 3. Monitoring and evaluation

*Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared on*

*a timely basis.*

#### Duties & Tasks

- Coordinate audience research; monitor public perception of UNICEF; track and evaluate the dissemination, use, and impact of communication/media materials; maintain a coverage library (clippings, reports).
- Coordinate collection, validation and dissemination of communication materials produced by partner agencies.
- Ensure robust data collection, analysis, evaluation, and reporting to inform effective strategies and advocacy; conduct lessons-learned reviews of successful and unsuccessful communication activities.
- Provide feedback on the appropriateness and use of global communication materials (publications, images, multimedia), ensuring relevance for local audiences and contexts.

#### 4. Celebrities, partners and special events

*Ensure that the contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), are maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the project goals.*

#### Duties & Tasks

- Support collaboration with mass media, partners, groups and public figures essential to achieving advocacy and communication objectives; maintain and update partner/celebrity contact databases.
- Help organize activities and special events to generate public support for the project; prepare background and promotional materials and assist with logistics for media, donors, Goodwill Ambassadors and other stakeholders.
- Monitor and document the effectiveness of collaboration with media, partners and public figures, ensuring proper tracking of engagement and coverage.

#### 5. Data, analysis and dissemination of feedback for partners' response.

- Support the design of surveys, questionnaires, and digital platforms to gather feedback from stakeholders and community members.
- Design and implement diverse communication strategies to encourage participation in feedback mechanisms.
- Support in compiling and analyzing feedback data to identify trends, common concerns, and areas for improvement in project implementation, including analysis of data from the Community Feedback Mechanism 930 (CFM)

#### 6. Coordination

- Assist the national project coordinator: partner relations, database updates...

The candidate will also be expected to support the unit as needed, and responsibilities may include additional tasks beyond those listed above.

#### IV. Impact of Results

1. Communication strategy: The production of communication products and materials are timely executed and followed up to support the communication strategy, campaigns and priorities, and to support resource mobilization as set out in the work plan.
2. Media relations: Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.
3. Monitoring and evaluation: Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of communication efforts. Results and reports are prepared and shared on a timely basis.
4. Celebrities, partners and special events: The project's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), is maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and can actively participate in special events and activities that further the project goals.
5. Data, analysis, and dissemination of feedback for partners' response: Enable more informed decision-making, greater community engagement, and continuous improvement in project outcomes.
6. Coordination: Smooth communication with partners, availability of data, documents, and information.

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

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)
- Drives to Achieve Impactful Results (1)
- Manages Ambiguity and Complexity (1)

Technical Knowledge<sup>1</sup>

b) Common Technical Knowledge Required (for the job group) [ I ]

General knowledge of:

- Communication practice, methodology and practical application.
- Fundamentals of working in various media formats – print, audio, video, web etc.
- Computer systems, including internet navigation, office applications, and specifically, interactive digital media.
- Gender equality and diversity awareness

c) Technical Knowledge to be Acquired/Enhanced (for the Job) [ II ]



- Knowledge in communication strategy
- Strong project coordination skills

VI. Recruitment Qualifications

Education:	First University degree in Communications, Journalism, Public Relations or related field
Experience:	Minimum one-year practical professional work experience in communication, print and broadcast media, or interactive digital media is required. Background/familiarity with Emergency situations is an asset.
Language Requirements:	Fluency in French is required. Knowledge of English is an

<sup>1</sup> Reference to UNICEF and/or UN in terms of technical knowledge requirements (a and b above) are applicable only to those who are or have been the staff members of UNICEF or the UN common system.

Signatures et dates:

Prepared by: Lalaina Harisoa Ralairiyoana Communication Officer	 27.01.26
Endorsed by: Emmanuel Sanyi Sanyi Resources Mobilisation Specialist	<i>Emmanuel Sanyi Sanyi</i> 27.01.2026 Chief CAP ai
Reviewed by: Dominique <del>Tuyirate</del> Tuyirate People & Culture Officer	<i>T. Doming</i> 03/02/2026
Approve by: Christine Jaulmes Representative	 03/02/2026