SPECIFIC JOB PROFILE

I. Post Information

POST NUMBER: 137825 **REGION: APRO** **COUNTRY:** NEPAL COUNTRY OFFICE **DUTY STATION:** KATHMANDU **SECTION:** SOCIAL & BEHAVIOUR CHANGE	**CATEGORY:** National Professional **PROPOSED LEVEL: NO-3** **JOB TITLE: Social & Behaviour Change Specialist**

II. Job Organizational Context and Purpose for the job

UNICEF's fundamental mission is to promote the rights of every child, everywhere, in everything the organization does—in programmes, advocacy, and 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 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. Growing evidence shows that investing in the health, education, and protection of a society's most disadvantaged citizens—addressing inequity— will not only give all children the opportunity to fulfill their potential but also lead to sustained growth and stability. This is why the focus on equity is so vital. It accelerates progress toward realizing the human rights of all children, UNICEF's universal mandate under 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 addresses the cognitive, social and structural determinants of social change in both development and humanitarian contexts. SBC uses the latest in social and behavioural sciences to understand people, their beliefs, values, and the socio-cultural norms that shape their lives, with the aim of engaging them and increasing their influence in designing solutions for sustainable behaviour and social change. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around social and behavioural practices like immunization, breastfeeding, hygiene, and positive discipline.

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

Strategic office context:

Social and Behaviour Change (SBC) is positioned as a **central change strategy** within UNICEF Nepal's programming, using behavioural and social science to understand and influence the drivers of individual and collective action, strengthen systems, and shift social norms that impact child rights outcomes. SBC works by generating and applying evidence, engaging families and communities, strengthening service delivery systems, and addressing barriers to positive behaviours. The SBC Theory of Change emphasizes outcomes such as **increased demand for services, enhanced trust in institutions, improved participation in governance, adoption of positive practices, and community-led resilience**. In the context of Nepal's ongoing transition, including its anticipated LDC graduation, SBC plays a critical role in fostering inclusive development through social norms change, community empowerment, and supportive environments that reduce structural barriers and enable equitable and sustainable progress for children and communities.

The SBC priorities, shifts, approaches, and functions proposed for the Nepal Country Office are fully aligned with UNICEF's Strategic Plan (SP) 2026–2029 and the current CPD outcomes, which identify SBC as a core accelerator for results across sectors. SBC directly contributes to the SP's focus **on strengthening systems, promoting gender equality, enhancing community engagement, enabling adolescent participation, and harnessing digital and social innovation.** The proposed SBC strategic direction for Nepal reinforces SP objectives by scaling systems-level support, prioritizing four highly specialized upstream approaches from the SBC Theory of Change[1] —1) Systems Strengthening for supportive public plans and policies; 2) Applied Behavioural Science for Norms-shifting; 3) SBC+ (Risk Communication and Accountability to Affected Populations); and 4) Community Engagement Ecosystem for expression and participation—, while fostering cross-sectoral integration through technical assistance, capacity building, and data for action, ensuring that public institutions are equipped to design, implement, and monitor people-centered, behaviourally informed policies and services.

Purpose for the job:

Under the general guidance of the Deputy Representative (Programme) and in close collaboration with sectoral and cross-sectoral teams, the Social and Behaviour Change (SBC) Specialist provides strategic and technical leadership to position SBC as a **central change strategy** within UNICEF Nepal's country programme. The role focuses on applying **advanced behavioural science, robust evidence, and community engagement systems** to strengthen national and sub-national institutions, inform people-centered policies and services, and accelerate equitable outcomes for children.

In the context of Nepal's federal transition, persistent equity gaps, high disaster risk, and evolving development and humanitarian needs, the SBC Specialist leads the generation and application of **behavioural insights and social evidence** to influence systems, shift social norms, and close the intention–action gap in service uptake and social inclusion. The position serves as the **technical anchor for SBC evidence, data, and analytics**, translating research into actionable programme design, adaptive management, and policy-relevant learning.

The SBC Specialist leads the technical design and quality assurance of **integrated, multi-sectoral SBC strategies**, ensuring strong alignment with UNICEF's Strategic Plan, country programme priorities, and global standards. A core focus of the role is strengthening **community engagement, feedback and accountability mechanisms**, particularly to enhance preparedness, response, recovery and resilience in humanitarian and climate-related contexts.

Through advocacy, partnerships and capacity development, the SBC Specialist supports the **institutionalization and sustainability of SBC approaches** within government systems, UNICEF programmes and partner organizations. The role contributes to positioning UNICEF Nepal as a credible leader in **evidence-driven, innovative and systems-oriented SBC**, advancing locally owned and sustainable behaviour and social change for children and communities. The incumbent will lead and supervise the SBC team.

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)*

Summary of key functions/accountabilities:

1. **Providing strategic and technical leadership in applied behavioural science**, ensuring robust social and behavioural evidence informs policies, systems strengthening and SBC programming across development and humanitarian contexts.
2. **Serving as the technical anchor for SBC data, measurement, monitoring, and learning**, translating evidence into accountable, adaptive, and results-oriented programming.
3. **Leading the design and quality assurance of integrated, multisectoral SBC strategies**, ensuring behavioural insights are effectively converted into inclusive, sustainable programme interventions.
4. **Championing innovation and digital SBC approaches**, leveraging technology and behavioural insights to enhance scale, efficiency and impact while managing ethical and data-related risks.
5. **Strengthening community engagement, participation and accountability systems**, ensuring community voices meaningfully inform programme design, implementation and adaptive management.

6. **Advancing SBC through strategic advocacy, partnerships and resource mobilization**, positioning SBC as a core accelerator within national systems and UNICEF programmes.
7. **Building institutional and partner capacity for SBC and systems strengthening**, supporting sustainability, preparedness and resilience through skills development and learning.
8. **Ensuring effective operational coordination and technical oversight**, including supervision of consultants and partners, to deliver coherent, high-quality SBC results across sectors.

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1. **Applied Behavioural Science & Evidence Generation**
   Provide technical leadership in the generation, synthesis and strategic use of behavioural and social evidence to inform systems strengthening, social norms change and SBC programming in development and humanitarian contexts.

   - Lead the design, commissioning and oversight of formative research, situation analyses and behavioural studies using mixed methods (e.g. behavioural insights, human-centered design, social listening, participatory research and, where appropriate, RCTs).
   - Synthesize behavioural evidence to inform policy dialogue, programme design and adaptive management.
   - Ensure technical quality, ethical standards and responsible use of behavioural research, including digitally enabled methods.
   - Manage technical partnerships with research institutions, consultants and specialized vendors supporting SBC evidence generation.

2. **Data, Measurement, Monitoring, Evaluation & Learning**
   Serve as the technical anchor for SBC data, measurement, monitoring and learning, ensuring evidence quality, accountability and decision-use across programmes and systems.

   - Lead the design and oversight of SBC theories of change, results frameworks, indicators and measurement plans aligned with UNICEF standards.
   - Oversee SBC data systems, dashboards and reporting tools (including RAM), ensuring usability for planning, donor reporting and decision-making.
   - Analyze and synthesize SBC data to assess effectiveness, identify bottlenecks and recommend evidence-based adjustments.
   - Ensure data integrity, protection, safeguarding and ethical use of behavioural and digital data.
   - Contribute to internal and external learning products, evaluations and knowledge generation.

3. **Programme Design, Quality Assurance & Implementation**
   Provide technical leadership in the design and delivery of integrated, multisectoral SBC strategies that contribute to systems strengthening, social norms change and equitable outcomes.

   - Translate behavioural evidence into coherent SBC programme designs, platforms and engagement approaches in collaboration with sectoral teams, government and partners.
   - Ensure SBC interventions are contextually relevant, inclusive and focused on the most disadvantaged populations.
   - Oversee technical quality, coherence and alignment of SBC interventions across sectors and implementing partners.

- Provide technical guidance for SBC in humanitarian preparedness, response, recovery and resilience contexts.

4. **Innovation & Digital SBC**
   Champion innovation and provide oversight for digital and technology-enabled SBC approaches to enhance effectiveness, scale and sustainability.

   - Identify, test and support the scaling of innovative SBC approaches, including digital platforms, social media engagement and behavioural nudges.
   - Promote the strategic use of digital tools grounded in behavioural science to address priority social and behavioural challenges.
   - Ensure responsible management of ethical, safeguarding, reputational and data-privacy risks associated with digital SBC.
   - Support development of innovation-focused investment cases and partnerships.

5. **Community Engagement, Participation & Accountability**
   Strengthen systems for community engagement, participation and accountability to affected populations across development and humanitarian contexts.

   - Provide strategic guidance on community engagement, feedback, accountability and social listening mechanisms in line with global standards.
   - Ensure community voices and lived experiences meaningfully inform SBC design, adaptive management and systems strengthening.
   - Provide technical leadership on Accountability to Affected Populations (AAP), risk communication and community engagement (RCCE), particularly in emergencies.

6. **Advocacy, Partnerships & Resource Mobilization**
   Advance SBC as a central change strategy through technical advocacy, partnerships and resource mobilization.

   - Advocate for the integration of SBC, behavioural science and community engagement within national systems, sectoral strategies and UNICEF programmes.
   - Establish and strengthen partnerships with government, UN agencies, academia, civil society and private sector actors.
   - Contribute to proposal development, donor reporting and resource mobilization for SBC priorities.
   - Represent UNICEF's SBC perspectives in relevant fora as required.

7. **Capacity Development & Systems Strengthening**
   Promote sustainable SBC impact through institutional capacity development, learning and systems strengthening.

   - Strengthen SBC capacities within UNICEF, government institutions and partner organizations through tailored capacity development initiatives.
   - Support institutionalization of SBC skills, tools and approaches within national and subnational systems.
   - Build partnerships with academic and learning institutions to strengthen applied behavioural science and research–practice linkages.

- Ensure capacity development supports preparedness, response and recovery in humanitarian contexts.

8. **Operational Coordination & Technical Oversight**
   Support effective operationalization of SBC through coordinated planning, technical supervision and resource oversight.

   - Provide technical input to SBC planning, budgeting and resource tracking in line with organizational standards.
   - Identify, recruit and technically supervise consultants, vendors and external expertise supporting SBC implementation.
   - Coordinate SBC work across sectors and partners to ensure coherence, efficiency and alignment with programme priorities.

IV. Impact of Results

The efficient and effective technical, operational and managerial support provided to the development and implementation of SBC strategies, products and activities directly impacts the ability of UNICEF to promote social, political and economic action and changes in behaviour, social attitudes, beliefs, norms and practices of individuals, communities, institutions and society, as a whole. This, in turn, contributes to UNICEF's ability to fulfill its mission to achieve sustainable, locally owned, and concrete results in improving child rights related to survival, development, protection, and participation in the country.

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

i) <u>Core Values</u>

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

ii) <u>Core Competencies (For Staff with Supervisory Responsibilities)</u>

- Nurtures, Leads and Manages People (1)
- Demonstrates Self Awareness and Ethical Awareness (2)
- Works Collaboratively with others (2)
- Builds and Maintains Partnerships (2)
- Innovates and Embraces Change (2)
- Thinks and Acts Strategically (2)
- Drive to achieve impactful results (2)
- Manages ambiguity and complexity (2)

VI. Recruitment Qualifications

Education:	An advanced university degree in a social and behavioural science, including sociology, anthropology, communication studies/communication for development, psychology and/or related field is required.
Experience:	A minimum of five (5) years of relevant progressively responsible professional experience at the national and international levels in developing, implementing, evaluating, and managing social and behavioural change strategies and content is required.

	Demonstrated expertise in the application of social and behaviour change science, theories, research, and analysis, to all stages of the programme cycle. Proven ability to manage social research, including quantitative, qualitative, and participatory methods for formative assessments, identifying behavioural drivers, and tracking, measuring, and evaluating social change. Demonstrated ability to stay current with new developments in the SBC field is required. Familiarity with new and emerging approaches such as behavioural insights, human-centred design, and social listening is also required. Demonstrated experience in the execution of complex priorities, processes and projects in office work plans. At least four years' country programme experience with a multilateral development agency or national NGO in a low- or middle-income setting. Proven ability to work with internal and external stakeholders at multiple levels, including providing technical support and capacity building and establishing/managing external partnerships.
Desirables	• Demonstrated experience in designing, planning and implementing SBC activities that are backed by global, regional and national social and behavioral evidence in coordination with multiple social sectors • Proven track record of setting policy direction and providing leadership in the development, implementation, and monitoring of SBC strategies • Demonstrated experience in planning and monitoring programme funds and resources and verifying compliance with organizational guidelines, rules and regulations • Experience in fundraising to support SBC programmes and activities • Experience in establishing and providing strategic leadership for partnerships and resource mobilization opportunities to support SBC • Experience in leading and supervising the team to generate and utilize research, data and evidence to inform design, measurement and monitoring of SBC programs and outcomes in both development and emergency contexts • Proven record of providing strategic leadership for partnership development with academia and learning institutions for the delivery of SBC capacity development activities
Language Requirements:	Fluency in English and Nepali is required.

VII. Child Safeguarding	
Is this role a representative, deputy representative, chief of field office, the most senior child protection role in the office, child safeguarding focal point or investigator (OIAI)?	No
Is this post a direct contact role in which incumbent will be in contact with children either face-to-face, or by remote communication, but the communication will not be moderated and relayed by another person?	Yes
Is this post a child data role in which the incumbent will be manipulating or transmitting personal-identifiable information on children such as names, national ID, location data or photos?	Yes
The selected candidate for the position will be required to engage with vulnerable children?	Yes