

TA Requisition/TOR Form

(FOR Temporary Appointments)



UNICEF Cameroon: TERMS OF REFERENCE (TOR)

Job Title and Level: Social and Behaviour Change Specialist (SBC)

Section: Social and Behaviour Change (SBC) Programme

Duration: 364 days

Duty Station: Yaounde, Cameroun

Purpose of Assignment & Justification:

In Cameroon, children continue to die from preventable causes, including pneumonia, malaria, HIV and diarrhoea, all of which are influenced by inappropriate practices in the pursuit of good health (promotional, preventive and curative care) during the first 1,000 days of life. Among children aged between 2 months and 5 years, malaria (21%), diarrhoea (17%), pneumonia (17%) and HIV/AIDS (7%) are the main causes of mortality, followed by malnutrition. Child survival remains a real challenge. Indeed, 8% of children die before the age of five, a third of them in the first 28 days of life and half of them before their first birthday.

Poor infant feeding practices, lack of hygiene and poor immunisation coverage continue to compromise the health and development of babies and young children. Around a third of children under the age of 3 are stunted, a sign of chronic malnutrition. The effects of stunting last a lifetime, leading to impaired brain development, lower Intelligence quotient, a weakened immune system and an increased risk of disease later in life. Stunted children are often less productive and earn up to 20% less than the average adult wage. Stunting can reduce a country's GDP by up to three per cent. The rise in childhood obesity in Cameroon is another reflection of poor nutrition and feeding practices for infants, which also lead to disease and ill health later in life. Investing in the first 1,000 days of life is a key to breaking the intergenerational cycle of poverty and inequality. In the long term, it indirectly generates more skilled, productive human capital and contributes to the country's economic growth.

Scope of Work:

The Social and Behavior Change Specialist reports to the Chief of SBC for technical supervision and guidance. He will provide technical and operational support by administering, implementing, monitoring and/or evaluating a variety of SBC initiatives and activities to promote community engagement and participation, and measurable behavioral and social change/mobilization, requiring the application of SBC new technical and theoretical skills and thorough knowledge of organizational goals, rules, regulations, policies, and procedures to complete tasks.

He will be responsible Assist in planning, implementing, monitoring and evaluating a strong community engagement through the supply of services and demand in support of the 100n first days strategy: promotion of Essential family practices; promotion and practice of immunization; promotion of exclusive breastfeeding; promotion of complementary feeding; access to drinking water; Community Led total sanitation (CLTS) birth registration; promotion of early HIV screening; practice of early stimulation.

This will include Risk Communication and Community Engagement (RCCE) for health and humanitarian emergencies and routine immunization; Key areas of focus will include changes in knowledge, skills, norms, self-efficacy, ability to act, and behavioural practices linked to key program strategies and interventions in vulnerable communities. Additionally, the SBC Specialist will document lessons and changes in capacities from frontline health workers who benefit from various SBC and community engagement capacity development initiatives.

Summary of key functions/accountabilities:

- 1. Generate & Use Evidence:** Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC.
- 2. Design, plan and implement:** Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.
- 3. Advocate & Build Partnerships:** Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.
- 4. Build Capacities** Promote continuous learning, strengthening, and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

- 1. Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC.**

- Support the country team in developing terms of reference, research tools, frameworks and protocols for generating evidence to inform SBC and CE initiatives.
- Overview and strengthen in-country capacity to research, analyse and equitably address trends that drive social and individual behaviours and norms, using a wide range of approaches including, behavioural analysis, human centred design, social listening, behavioural insights, participatory research, RCT, and other quantitative and qualitative approaches that identify social and behavioral drivers for immunization, Nutrition, Wash, Education and child protection; initiate, commission, manage and/or utilize qualitative and quantitative research on social and behavioral drivers that include behavioural analysis, human centred design, social listening, behavioural insights, participatory research and/or randomized controlled trial (RCT).
- Establish monitoring mechanisms to collect, analyse and report on SBC indicators\
- Disseminate SBC research findings and best practice and support exchange of experiences and uptake of new methods among government officials, programme staff, UNICEF partners, and/or the wider SBC field.
- Organize and manage formative research, development, pre-testing and co-creation of country culturally relevant initiatives and activities to support SBC.

- 2. Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.**

- In collaboration/consultation with UNICEF sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, develop, implement and monitor evidence-based SBC strategies and activities, in line with global standards and UNICEF priorities and approaches.

- In collaboration/consultation with UNICEF sectoral and cross-sectoral colleagues and implementing partners, select appropriate SBC activities and platforms for engagement, ensuring quality and integration of the latest evidence and science-backed approaches. In this process, oversee coordination with SBC stakeholders and partners to align plans and activities.
- Identify, propose and implement evidence-based programme/strategy recommendations from current data, evidence and trends for priority social and behavioral issues and ensure the integration of latest innovative approaches and technology in SBC in programme approaches and advocate for their adoption among internal and external stakeholders.
- Apply the above skills of designing, planning, implementing and monitoring of community engagement and SBC interventions in the context of humanitarian emergencies.
- Make viable recommendations on inclusion of community engagement and social and behavioural approaches in sectoral work plans and strategies. Advocate for the inclusion of community engagement and social and behavioral approaches in sectoral workplans based on active participation in sectoral programme planning and reviews and viable recommendations for the integration of SBC.
- Serve as a primary focal point on RCCE-related issues for UNICEF CO and advocate, educate, and forge consensus among all those involved in the emergency response, on RCCE tools and approaches for establishing effective community engagement.

3. Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.

- Represent UNICEF's interests in partnerships and manage development of and progress against joint project agreements with relevant partners; represent the UNICEF CO and SBC Section in national and international level fora and among partners as relevant and necessary.
- Collaborate with national, regional and/or global partners to link and coordinate SBC approaches.
- Cultivate resource mobilization opportunities and produce proposals, reports and other materials to support resources mobilization.
- Identify, recruit and supervise consultants, vendors and other technical expertise to support delivery of SBC activities.
- Plan, use and track the use of resources and verify compliance with organizational guidelines and standards.
- Contribute to financial planning, budget planning and tracking and financial management for SBC.
- Identify, disseminate, and adopt best practices and innovative approaches and technology in SBC, integrate them in programme approaches and support SBC and sectoral teams in implementing them.
- Advocate internally and externally for integration of SBC in national systems, in the country programme, and in sectoral plans.
- Coordinate with stakeholders and partners for the implementation of community engagement and SBC in humanitarian actions.

4. Promote continuous learning, strengthening, and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

- Identify, design, and organize SBC training materials and opportunities for staff and partners, including on new approaches such as behavioural analysis, behavioural insights, human-centered design, social listening, and social accountability mechanisms. Develop and/or 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.
- Develop and institutionalize best practices, facilitate the exchange of experiences and provide technical assistance for the uptake of new SBC methods and knowledge internally and externally.
- Plan and implement SBC capacity assessments within the CO.
- Identify and mobilize resources to support capacity development internally and externally and provide SBC technical support and capacity building to government counterparts.
- Initiate and manage partnerships with academia and learning institutions for the delivery of SBC capacity development activities.
- Identify and develop mechanisms to strengthen systems for community engagement in humanitarian contexts.
- Develop and/or adapt capacity development tools and activities for humanitarian programming with a focus on preparedness, response and recovery.

Indicative assignment dates: 364 days

Supervisor: Chief SBC

Qualifications or specialized knowledge/experience/competencies required for the assignment:

EDUCATION: An advanced university degree (Master) in one of the following fields is required: social and behavioral science, sociology, anthropology, psychology, education, communication, public relations or another relevant technical field.

WORK EXPERIENCE: A minimum of five years of professional experience in one or more of the following areas is required: social development programme planning, social and behaviour change, communication for development, public advocacy or another related area.

Relevant experience in a UN system agency or organization is considered as an asset.

Experience working in an emergency country is considered as an asset.

LANGUAGE REQUIREMENT:

Fluency in English and French are required. Knowledge of a local language is an asset.

COMPETENCIES

Core value

- Care
- Respect

- Integrity
- Trust
- Accountability

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)

7. Submitted by:

Name and Title:

Date: Signature: _____

8. Review & Endorsement:

1) Reviewed by Human Resources:

Signature

and

Date:

9. Approved by: Representative:

Date: _____

Signature:
