



Classified Job Descriptions

Job Description Type:	Specific Job Description	Region:	MENA
Category:	NO (National Officers)	Country:	Iraq
Reason for Classification:	Establishment of a new post	Duty Station:	Baghdad
Level:	NOC	Office:	
Title:	Advocacy and Communications Specialist	Section:	
Title Information in Parenthesis:		Unit:	
CCOG Code:	1A08	Case Number:	IRQ26011
UNICEF Code:	COM	Post Number:	136367
Classified by:	Natalia Paquin	Classified Date:	3/5/2026

Organizational Context:	<p>The UNICEF Iraq Country Office five-year Country Programme (CPD 2025–2029) focuses on five priority areas aimed at improving outcomes for all children by advancing child-related national priorities, guided by the principles of children’s rights, equity, gender equality, resilience, national ownership, and innovative programming.</p> <p>This post was established following the abolishment of the P-4 position, with the Programme Budget Review (PBR) approving its reclassification at the NOC level. The incumbent will lead the development, implementation, monitoring, and evaluation of integrated advocacy and communication strategies to achieve measurable results for children and young people. The role ensures the strategic use of public platforms and partnerships to mobilize public and private support and resources in alignment with UNICEF’s priorities. It also leverages traditional and digital media to enhance awareness of child rights and UNICEF’s mandate, while promoting the meaningful engagement and empowerment of children and young people as agents of change.</p>
Purpose of the Job:	<p>The Advocacy and Communications Specialist is accountable for coordinating, networking, implementing and monitoring public advocacy strategies and associated products and activities on an on-going basis with public audiences with the objective of promoting awareness, understanding, support and respect for children’s and women’s rights, and support for UNICEF’s mission, geared towards achieving advocacy impact in alignment with programme outcomes and overall advocacy and communication priorities in the country office, and in a coordinated manner with regional and global communication and advocacy priorities.</p>
Key functions, accountabilities and related duties/tasks:	<p>The Advocacy and Communications Specialist will drive the development of effective, integrated advocacy and communication strategies. The Advocacy and Communications Specialist works collaboratively with colleagues across teams and with external partners to drive changes in policy and practice and secure political and financial commitments for children.</p> <p>Duties include:</p> <p>Public advocacy strategy</p> <ul style="list-style-type: none"> - Develop, maintain and update the country public advocacy strategy/ies and associated action plan/s. Strategy and action plan include: Developing theory of change, defining objectives in

alignment with office-wide advocacy priorities; audience assessment and insight gathering; messages/tactics; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement; ongoing refinement of the strategy/ies.

- Maintain close collaboration with senior management, advocacy lead, and programme sections, corporate engagement, for effective overall coordination and to ensure public advocacy strategy/ies contribute to office-wide advocacy objectives.
- Provide ongoing support to programme teams in a strategic manner in their public advocacy needs for achieving programmatic goals (e.g. addressing social norms and behaviors, social mobilization, demand generation through public engagement methods, etc.).

Content and media relations

- Provide oversight and supervision for the development of a content strategy and media engagement plan aligned with advocacy objectives.
- Oversee implementation of detailed workplan and the execution of the various elements of the media engagement plan.
- Assure alignment of media engagement success indicators and targets with the public advocacy objectives to maximize partnership opportunities with print and broadcast media.

Networking

The Country Office has a mapping and engagement strategy for strategic partners, key actors and stakeholders and invests in appropriate action.

- Develop, maintain and update mapping and engagement plan for strategic partners, key actors and stakeholders in alignment with advocacy initiatives.
- Regular consultation and coordination with UN Strategic Communication Group and the UN Country Team and counterparts keeping in view One UN-One Voice aspects of voice aspects of Public Advocacy.

Global priorities and campaigns

The Country Office has an effective process in place for integrating UNICEF's regional and global communications priorities into the Country Office level initiatives and campaigns and disseminating these in a locally appropriate way in alignment with the CO's public advocacy initiatives.

- Support UNICEF Iraq programmatic and advocacy objectives and strategies through development of country-level campaigns, materials and activities, where appropriate, aligned with regional and global priorities and campaigns.
- Develop and deploy country office communication capacity to gather/facilitate the content and coverage of relevant country efforts in support of global/regional initiatives. Use the opportunity to identify/highlight effective programme activities and results.
- Ensure regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions, especially around key advocacy initiatives that are related to the global advocacy priorities.

DRR and Humanitarian Advocacy

- Ensure that the Country Office has a communication and advocacy preparedness plan. In case of emergency, nature and extent of it are assessed and immediate advocacy and communication response as well as long-term strategy and plan are established.
- Oversee the development of a communication and advocacy preparedness plan.
- Assess risks, nature and extent of emergency and plan immediate advocacy and communication response.
- Monitor response plan and evaluate needs for establishment of long-term strategy and plan.

Team management

Human resources (the public advocacy and communication team under the communication section) and financial resources (budget planning, management and monitoring) are both effectively managed and optimally used.

- Develop a work plan for the public advocacy and media engagement team members, monitor compliance and provide support and guidance to ensure objectives are met.
- Identify, recruit, and supervise staff, technical resources, and consultants as necessary. Conduct and implement effective performance planning, monitoring, and performance development programme as required.

- Ensure communication effectiveness, efficiency, and delivery as well as a rigorous and transparent approach to planning, monitoring and evaluation.

Advocacy and communication capacity building

The country office teams are provided with professional expertise and advice on all aspects of public advocacy and communication campaigns as needed and contribute to building internal UNICEF capacities in advocacy and communication, through coaching, training and sharing of expertise.

- Advise UNICEF management and programme colleagues on public advocacy and engagement planning and implementation.
- Provide ongoing support to the section team members, to ensure all UNICEF platforms and partnerships (e.g. digital platforms, media partnerships, celebrity engagement, are maximized and utilized effectively towards achieving the Country Office's advocacy goals).
- Identify opportunities to strengthen the capacity of public advocacy partners through appropriate training.

Monitoring and evaluation

Public advocacy and Communication baselines (including non- financial supporter engagement) are established against which the achievement of objectives of the public advocacy strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy and activities; results and reports are prepared and shared.

- Provide technical support to ensure that a set of public advocacy and engagement performance indicators are identified and adjusted as necessary, and are incorporated into the Annual Management Plan, Annual Work Plan, etc. as appropriate.
- Conduct timely and accurate monitoring and evaluation activities to ensure public advocacy and engagement objectives are met, and the strategy is effective.
- Undertake lessons learned review of successful and unsuccessful public advocacy and engagement experiences and share observations/findings with country, regional and HQ communication colleagues so that best practices benefit UNICEF's communication work.

Others

- Undertake other key responsibilities as required.

Impact of Results:

This post will manage and deliver goals, objectives and results of communication programme in the context of a medium-sized country office with a broad range of projects. Its recommendations on advocacy, communication policy and strategy should take into consideration the situations in the locality.

Through active external relations communication, advocacy, participation and policy dialogue, the organization goals of UNICEF will have been promoted.

The efficiency and efficacy of support provided by the Advocacy and Communications Specialist:

Robust, integrated advocacy and communication strategies are developed implemented, monitored and evaluated, with SMART advocacy and communication outcomes and/or outputs and clear theories of change.

Measurable change for children and young people through the achievement of defined advocacy and communication outcomes and/or outputs at the global, regional and/or national level.

Public and private support for the cause of children and UNICEF continues to increase, with new strategic partnerships forged and a measurable increase in resources for children.

A clear digital communication strategy with an associated work plan is developed to raise awareness of children's rights in the public domain, grow supporter engagement and elevate focus of UNICEF's advocacy priorities and campaign initiatives, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and

Competencies and level of proficiency required:

brand.
Achieving these goals will significantly contribute to the well-being of children.

Core Values:
Care
Respect
Integrity
Trust
Accountability
Sustainability

Core Competencies:
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)

Recruitment Qualifications:

Education requirement: Advanced university degree in Communication, Journalism, Public Relations, Marketing, or Social Science.

Experience required: At least five (5) years of progressively responsible and relevant professional work experience in advocacy and communications is required.

Proven experience in managing teams is a requirement.
Proven track record in developing practical strategy and compelling and innovative approach to draw attention is required.
Experience in media relations is required.
Knowledge of children's rights, public policy, international development and humanitarian issues is required.
Working in an emergency is a plus.
In-depth knowledge and understanding of advocacy environment, what works and how is an asset.
Strong network and ability to reach out to key actors and influencers to build communication alliances for UNICEF is an asset.
Previous UNICEF, UN and/or INGO experience in a similar role is an asset.
Demonstrated experience in capacity building initiatives, workshops with media organizations, civil society organizations and the ability to build capacity on communication and advocacy theory and practice is an asset.

Language requirements: Fluency in English and Arabic is required. Knowledge of another official UN language (Chinese, French, Russian or Spanish) or a local language is an asset.

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 incumbent will be manipulating or transmitting personal-identifiable information on children such as names, national ID, location data, or photos)?:

No

The selected candidate for this position will be required to engage with vulnerable children:

No

Competencies and level of proficiency required:

Recruitment Qualifications:

Attachments:

[Advocacy and Communication Specialist Level 3_revEZ.docx](#)
[ICO strucutre Advocay and Communications Specialist 1.pdf](#)
[ICO strucutre Advocay and Communications Specialist 2.pdf](#)
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