



Job Classification

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Classified Job Descriptions

Job Description Type:	Specific Job Description	Region:	EAPR
Category:	NO (National Officers)	Country:	Malaysia
Reason for Classification:	Establishment of a new post	Duty Station:	Kuala Lumpur
Level:	NOA	Office:	Kuala Lumpur
Title:	Communication Officer	Section:	Communication
Title Information in Parenthesis:	Advocacy	Unit:	Advocacy
CCOG Code:	1A08	Case Number:	MLY25009
UNICEF Code:	COM	Post Number:	
Classified by:	Su Sandi Aung	Classified Date:	9/14/2025

Organizational Context:

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does in programmes, 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. UNICEF aims to be the leading advocate for children, enabled by a cohort of networked, strategic, innovative, and effective advocates who deliver change for children in every part of the world.

Organizational Context
 The UNICEF Malaysia Country Office operates in an upper-middle-income context and is classified as a medium-to-large office.

The Communication Officer (Advocacy) is a National Officer A (NOA) level position, based within the Communication Section. The officer reports to the Communication Specialist (Advocacy and Media Relations) at the NO-3 level. The supervisor provides guidance, oversees work processes, and ensures delivery of expected results, in alignment with UNICEF’s communication and advocacy strategies.

Purpose of the Job:

The Communication Officer (Advocacy) is responsible for assisting in the planning implementing, monitoring and evaluating of integrated advocacy and communication strategies to achieve positive outcomes for children and young people.

The role involves executing advocacy and communication plans, building and maintaining relationships with advocacy partners and stakeholders, and supporting project implementation through monitoring, evaluation, and budget oversight. It also includes strengthening advocacy and

Key functions, accountabilities and related duties/tasks:

communication capacities within the team and engaging key stakeholders to ensure alignment and impact across initiatives.

Summary of key functions/accountabilities:

1. Execution of advocacy and communication plans
2. Advocacy contacts and partners
3. Monitoring and Evaluation
4. Project and budget support
5. Advocacy and communication capacity building
6. Stakeholder engagement
7. Other roles and responsibilities

The jobholder will support the development, implementation, monitoring and evaluation of effective, integrated advocacy and communication strategies. S/he will work collaboratively with colleagues across teams and with external partners to drive changes in policy and practice and secure political and financial commitments for children. Duties include:

1. Execution of Advocacy and communication plans

- Assist in the development process, planning co-ordination and execution of advocacy and communication strategies supporting the achievement of SMART outcomes.
- Support the implementation of offline/online advocacy and communication strategies, contributing to a range of approaches, including the production of assets, writing advocacy briefs, developing narratives, delivering creative campaign activations, organizing events, and cultivating new strategic partnerships.

2. Advocacy Contacts and Partners

- Ensure effective and timely professional assistance and support is provided in developing, drafting and maintaining contact information, materials and relationships with internal and external advocacy stakeholders (CSO's, government partners, academia, private sector, media and other relevant bodies) to communicate the story of UNICEF's work to a wider audience.
- Assist in researching current and potential partners.
- Support the flow of information to key stakeholders.

3. Monitoring and Evaluation

Support the establishment of baselines against which advocacy and communication results are regularly monitored; analyze the effectiveness of the strategy, approach and activities; produce and disseminate M&E results on a regular basis.

4. Project and budget support

- Support the day-to-day delivery of key projects/ workstreams, developing and tracking project plans to ensure progress and address obstacles and bottlenecks.
- Support effective budget management, projections and tracking.

5. Advocacy and communication capacity building

- Document and disseminate advocacy good practice to build internal UNICEF capacities in advocacy and communication.

6. Stakeholder engagement:

- Assist in researching current and potential partners and maintain a database of formal and informal partnerships and networks whose support is essential in achieving objectives.
- Support the flow of information to key stakeholders.

7. Other roles and responsibilities

Undertake other key responsibilities to support the performance and impact of advocacy and communications work, as required.

Impact of Results:

The efficiency and efficacy of support provided by the Communication Officer (Advocacy) will support:

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

Competencies and level of proficiency required:

Core Values

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

Core Competencies Skills

- 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)

Recruitment Qualifications:

Education:

- A university degree (Bachelor) in one of the following fields is required: International Relations, Political Science, International Development, Public Policy, Public Administration, Economics, Communication or related fields.

Experience:

- A minimum of one (1) year of professional experience in advocacy, communication or campaigning, at a national, regional or global level is required.
- Experience in supporting the development of clear theories of change with specific, measurable and timebound objectives and performance indicators is required.
- Demonstrated experience in supporting and/or managing projects to completion, including developing and implementing clear processes, and budget management.
- Experience in supporting digital communications is an asset.
- Experience in supporting the effective functioning of a team. Knowledge of children’s rights, public policy, international development and humanitarian issues are an asset.
- Experience working for an advocacy or campaigning organization e.g. national or international NGO, UN or other multilateral organization is an asset.
- Experience in supporting training and facilitation is an asset.
- Experience working in a developing country or an emergency environment is an asset.

Language Requirements:

- Fluency in English and Bahasa Malaysia is required.
- Knowledge of another official UN language or another local language is considered 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?:

No

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: [Communication Officer \(Advocacy\) JD NOA FINAL Approved.pdf](#)
[Communication Organogram.pdf](#)

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