



UNITED NATIONS CHILDREN'S FUND SPECIFIC JOB DESCRIPTION

I. Post Information

Job Title: **Adolescent Development Specialist (U-Report)**
Organizational Unit: **Communications, Advocacy, Partnerships**
Post Location: **Abuja, Nigeria**

Job Level: **Level 3**
Job Profile No:
CCOG Code:
Functional Code:
Job Classification Level:

II. Job organizational context and purpose for the job

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.

Job organizational context

Nigeria has one of the largest youth populations in the world, with most of the population (74%) under 35 years old. (National Youth Survey 2020). As the country continues to grow and develop, it's essential to engage with youth to harness their energy and potential for positive change. UNICEF Nigeria aims to support the government in strengthening youth participation and engagement. To achieve this, UNICEF Nigeria established a communication platform, U-Report, which enables youth to access information and participate in key issues that affect them.

U-Report is a social monitoring tool that allows youth to speak out on community issues via SMS, polls, messages and on digital platforms. It amplifies their voices through local and national media and provides real-time data for stakeholders, service providers, and decision-makers. The platform also empowers youth to work towards change and improvements in their communities. With Nigeria's high mobile density rate and increasing access to internet, U-Report has the potential to make a significant impact.

As a successful global model, U-Report has been deployed in countries like Syria, Pakistan, Bangladesh, Uganda, Zambia, Sierra Leone, Liberia, and Indonesia. In Nigeria, U-Report celebrates its 10-year anniversary in September 2024, having engaged over 5 million young Nigerians and providing a platform for their voices to be heard. The goal is to reach **10 million**

U-Reporters by December 2027, with plans to **transition from SMS to digital platforms**, enhancing its capabilities and engagement.

Purpose for the job

Under the supervision of the Chief of Communications, Advocacy and Partnerships, the Adolescent Development Specialist (U-Report) will support the scaling up of the U-Report programme including U-Report communities, and make it meaningfully used for programming for children by UNICEF, Government, and implementing partners. The incumbent will work with programme sections to develop and deploy demand-driven U-Report use cases that address development challenges and accelerate results for children. The incumbent will be tasked to support integrating social innovation approaches into traditional UNICEF programming, especially for adolescents and young people.

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

Under the supervision of the Chief of Communications, Advocacy and Partnerships, the incumbent will support UNICEF's role in promoting youth engagement and participation through the U-Report program. The incumbent will work closely with all relevant programme sections, including Education, Child Protection, Nutrition, Health, Social Protection and WASH to ensure U-Report's alignment with UNICEF's program strategies and outcomes for children.

Specific responsibilities include:

- Managing and maintaining the U-Report digital platform (RapidPro), ensuring its smooth operation and technical integrity.
- Collaborating with program sections to design and deploy regular U-Report polls and other digital content.
- Analyzing incoming messages, feedback, and data to assess progress, identify trends, and inform decision-making.
- Promoting U-Report as UNICEF's flagship program for advocacy, leveraging digital channels to amplify its impact.
- Supporting youth mobilization by developing and implementing campaigns to engage young people, increasing U-Report participation, and fostering a sense of community.
- Driving digital engagement by creating and curating content, moderating online discussions, and encouraging user-generated content by young people.
- Building and maintaining U-Report communities, including community leaders and platform users, to ensure high engagement and reach.
- Supporting the Chief CAP in fostering partnerships with government counterparts, media outlets, and mobile telephone operators to expand U-Report's reach, influence, and impact.
- Assisting in proposal development, reporting, and other communication-related tasks for development, advocacy, adolescents, and youth.
- Managing U- Report Territory Officers

IV. Impact of Results

The Adolescent Development Specialist (U-Report) is a seasoned expert in communications and youth engagement, specializing in promoting youth engagement, participation, and empowerment, with a focus on leveraging digital platforms and innovative strategies to drive meaningful connections and positive change. The quality of work performed by the specialist directly impacts on the overall reputation of UNICEF. S/He follows established procedures but is expected to make recommendations on strategies for engagement and innovation.

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

i) Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability

ii) Core Competencies (For Staff without Supervisory Responsibilities) *

- 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)

VI. Skills

- Strong technical and digital background, with experience in managing digital platforms and social media.
- Ability to manage U-Report digital platforms, including RapidPro and other related tools.
- Proven understanding of how to engage young people through digital channels, including social media, SMS, and online communities.
- Excellent digital communication skills, including content creation, curation, and moderation.
- Strong analytical and problem-solving skills, with experience in data analysis and reporting.
- Experience with digital campaign management, including strategy development, implementation, and evaluation.
- Excellent communications skills, verbal and written, with strong interpersonal, public speaking, presentation, and writing skills.
- Good computer skills with software proficiency in Windows, Microsoft Office Suit (Word, Excel, PowerPoint, Outlook, OneNote)
- Knowledge of youth-related issues, trends, and behaviors, particularly in Africa, with familiarity with UNICEF's programming and goals.

- Ability to work independently and as part of a team, with strong remote work skills and experience working with development actors (desirable).

VII. Recruitment Qualifications

Education:	<p>An advanced university degree in one of the following fields is required: Communication, Journalism, Digital Media, Information Technology, International Development, Adolescent Development, or related field.</p> <p><i>*A Bachelor's degree with additional two years of relevant work experience may be accepted.</i></p>
Experience:	<p>A minimum of five (5) years of relevant experience, at the national and international level working with children and marginalized youth in the global south, including on adolescent/youth/community engagement and innovation</p>
Language Requirements:	<p>Fluency in English is required. Knowledge of another Nigerian language is an asset.</p>