

Job Description Type:	Specific Job Description	Region:	ESAR
Category:	NO (National Officers)	Country:	Malawi
Reason for Classification:	Title Change	Duty Station:	Lilongwe
Level:	NOC	Office:	Malawi
Title:	Communications Specialist	Section:	Communication, Advocacy and Partnerships
Title Information in Parenthesis:	Advocacy	Unit:	
CCOG Code:	1A08	Case Number:	MLW19002
UNICEF Code:	COM	Post Number:	
Classified by:	Ravail Naveed	Classified Date:	9/6/2018
Organizational Context:	<p>UNICEF Malawi Country Programme (2019-2013) is aligned with the Government of Malawi's Growth and Development Strategy (MDGS 111) and the United Nations Development Assistance Framework (UNDAF). The programme supports the Government of Malawi to meet its commitment to respect, protect and fulfil children's rights in line with international conventions and standards.</p> <p>The country programme is guided by the principles of children's rights, equity, gender equality, inclusion and resilience, and supports evidence-based, integrative and innovative programming. The vision is that 'all girls and boys in Malawi, especially the most disadvantaged and deprived, realize their rights'.</p> <p>The programme focuses on: early childhood (parenting, high-impact social services, early stimulation and learning), middle childhood and adolescence (learning, multi-sectoral services, active citizenship), communities (decentralized services and systems, community ownership, social norms), programme effectiveness (monitoring, evaluation, HACT, Innovation, Social Protection and Social Policy and External Communication). The programme is based on 'leaving no child behind', realizing 'rights for all children in Malawi'.</p>		
Purpose of the Job:	<p>This position is within the Communication, Advocacy and Partnerships team, which supports all UNICEF Malawi pillars (young children, adolescents and communities) and technical specialists (child protection, education, health, HIV, nutrition, social policy, water and sanitation) in the following areas: media relations, public advocacy, youth engagement, partnerships, donor visibility, visits and events, digital and social media.</p> <p>The purpose of this position is to: develop and oversee implementation of partnerships strategy; identify and engage influential individuals from religious organisations, traditional authorities, private sector and celebrities; manage relationships with UNICEF Malawi partners, including celebrity supporters; and act as officer in charge (OIC) for the Chief of Communication, ensuring continuous smooth functioning of the team.</p> <p>Currently, the Malawi country office is operating under a matrix-management model, where individuals will have more than one reporting line. While this particular position is not currently "matrixed", it is possible that this may change depending on programme needs.</p>		
Key functions, accountabilities and related duties/tasks:	<p>1. Networking and partnerships</p> <p>Ensure that the Country Office has a well maintained and continually developed contact list of individuals, groups, organizations and fora (including Malawian private sector CEOs, traditional leaders and religious organisations), whose support is essential to/can assist in achieving the advocacy and communication objectives of the communication strategy.</p> <p>Duties & Tasks</p> <ul style="list-style-type: none"> • Ensure or enhance the quality, consistency and appropriateness of country-specific communication materials, activities, processes and messages shared with partners. • Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing. • Monitor, evaluate and share results and findings with partners. <p>2. Celebrities and special events</p> <p>Ensure that the Country Office has a well maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF's effort and who actively participate in special events and activities that support country programme goals.</p> <p>Duties & Tasks</p> <ul style="list-style-type: none"> • Develop, maintain and update celebrities contact list/database. • Help establish, document, review and refine process of working with celebrities, including special events, media opportunities, field trips etc. • Participate in global advocacy activities by planning visits of Goodwill Ambassadors, National Committee representatives, Executive Board members etc. including preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and necessary logistic arrangements. Highlight the achievements of the country programme. Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination. <p>3. Identify and engage influential individuals from private sector, religious organisations, traditional authorities and celebrities, in support of</p>		

the following UNICEF Malawi advocacy objectives:

- a. Keeping children in school
- b. Ending child marriage
- c. Child survival
- d. Parenting skills.

4. Work with the U-Report Manager on a series of Business Forums for the Private Sector, in support of UNICEF advocacy objectives. Work with other UNICEF sections to identify concrete actions that companies can take, and support the implementation of these.

5. Act as OIC for the Chief of Communication, ensuring continuous smooth functioning of the team during annual leave, field trips and other absences.

Impact of Results:

This position is within the Communication, Advocacy and Partnerships team, which supports all UNICEF Malawi pillars (young children, adolescents and communities) and technical specialists (child protection, education, health, HIV, nutrition, social policy, water and sanitation) in the following areas: media relations, public advocacy, youth engagement, partnerships, donor visibility, visits and events, digital and social media.

Competencies and level of proficiency required:

Core Values

- Commitment
- Diversity and inclusion
- Integrity

Core competencies

- Communication [III]
- Working with People [II]
- Drive for Results [II]

Functional Competencies:

- Leading and Supervising [I]
- Formulating Strategies & Concepts [II]
- Relating and Networking [II]
- Persuading and Influencing [II]
- Applying Technical Expertise [II]
- Entrepreneurial Thinking [II]

Recruitment Qualifications:

Education:

An advanced university degree in Communication, Journalism, Public Relations, or another relevant field is required.

A first level university degree in combination with qualifying experience may be accepted in lieu of the advanced university degree.

Experience:

A minimum of five years of progressively responsible and relevant professional work experience in partnership management or communication is required.

Existing connections and networks with Malawian key influencers, especially private sector CEOs, traditional leaders and religious groups, would be an advantage.

Language Requirements:

Fluency in English and Chichewa, the main local language of Malawi, is required. Knowledge of Yao language would be an advantage.

Attachments:

Approval for Professional JDs.pdf
Communication Sept 2018.docx

 Print