

UNITED NATIONS CHILDREN'S FUND

JOB PROFILE

JOB TITLE: <u>Communication Specialist</u> JOB LEVEL: <u>Level 3</u> REPORTS TO: <u>Chief of Communication</u> LOCATION: <u>Country Office</u>	JOB PROFILE NO.: <u>60000055</u> CCOG CODE: <u>1A08</u> FUNCTIONAL CODE: <u>COM</u> JOB CLASSIFICATION _____
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PURPOSE OF THE JOB

Accountable for developing, managing, coordinating, networking, implementing, and monitoring donor visibility and recognition strategies and associated products and activities. The objective is to ensure systematic and high-quality donor visibility and recognition, supporting UNICEF's mission, priorities, and programmes in the country office/regional office/media hub, and at a global level, as well as those of the UN Country Team.

- KEY END-RESULTS**
1. **Donor Visibility Strategy:** The office has a clear donor visibility and recognition plan, systematically integrated into communication and programme planning.
 2. **Donor Recognition Management:** A robust system is in place to track and report on donor recognition deliverables, obligations, and deadlines.
 3. **Multimedia Content Production:** High-quality communication assets (stories, photos, videos, social media) showcasing the situation on the ground, its impact on the most vulnerable children and UNICEF's programming on the ground. Focus on ensuring donor-funded results are produced and coordinated.
 4. **Branding, Reporting and Documentation:** All communication materials and donor recognition products meet UNICEF branding guidelines and specific donor requirements. Visibility annexes and tailored content for donor reports are produced in collaboration with programme and partnerships colleagues.
 5. **Media relations:** The Country Office has a well maintained and continually developed contact list of journalists and media outlets in Sudan and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation.
 6. **Field Mission Support:** High-level UNICEF and donor field visits are organized and supported, with adequate visibility materials prepared and used.
 7. **Networking and partnerships:** The Country Office has a well maintained and continually developed contact list of individuals, groups, organizations and fora whose support is essential to/can assist in achieving the advocacy and communication objectives. Effective working relationships with the UN communication counterparts are developed, maintained and enhanced.
 8. **Capacity Building:** Field communication focal points and implementing partners are trained and guided on donor recognition standards, ensuring alignment and quality control.

KEY ACCOUNTABILITIES and DUTIES & TASKS

Within the delegated authority and the given organizational set-up, the incumbent may be accountable for all or assigned areas of the following major duties and end results.

1. **Donor Visibility Strategy and Planning**

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Coordinate the development and implementation of a donor visibility and recognition plan. Ensure donor visibility is systematically integrated into communication and programme planning.

- Develop and regularly update the donor visibility and recognition plan in collaboration with the communication section, the partnerships team, and the programme teams.
- Integrate donor visibility requirements into annual communication and programme workplans.
- Monitor implementation of the plan and adjust strategies as needed to maximize donor recognition.

2. Donor Recognition Management

Maintain and update the donor recognition tracker to keep track of deliverables, visibility obligations, and deadlines. Provide regular status reports to the programme, partnerships, and communication colleagues.

- Maintain an up-to-date tracker of all donor recognition deliverables and deadlines.
- Coordinate with relevant teams to ensure timely fulfillment of donor visibility obligations.
- Prepare and share regular status updates and reports with internal stakeholders.

3. Multimedia Content Production

Support the planning and coordination of the production of communication assets (e.g., human interest stories, photos, videos, social media packages) showcasing the situation on the ground, its impact on the most vulnerable children, and UNICEF's programming. Ensure donor-funded results are highlighted and coordinated.

- Identify and prioritize compelling content opportunities in coordination with the colleagues in the communication section and in collaboration with the field office and programme colleagues.
- Support the production of multimedia assets that highlight donor-funded results and UNICEF's impact. Coordinate the work of photographers and videographers in the field, collect and draft strong written content during field visits, work closely with multimedia editors to turn content inputs (incl. footage, b roll, photos, quotes, programme results) into engaging edited multimedia products.
- Ensure all content is produced in line with donor requirements and UNICEF standards.

4. Branding, Reporting and Documentation

Ensure all communication materials and donor recognition products meet both UNICEF branding guidelines and specific donor visibility requirements, including logos, messaging, and acknowledgments. Support the production of visibility annexes and sections for donor reports. Coordinate with programme and partnerships colleagues to gather inputs and produce tailored content for donor submissions.

- Review and clear all donor recognition materials for compliance with UNICEF branding and donor requirements.
- Draft and compile visibility annexes and tailored content for donor reports.
- Liaise with programme and partnerships teams to gather and validate inputs for reporting.

5. Media Relations

Develop and maintain a contact list of journalists and media outlets in Sudan. Establish and refine processes for regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation.

- Build and update a comprehensive media contact database.
- Proactively engage with journalists and media outlets to pitch stories and share updates on donor-funded activities.
- Facilitate field visits for media opportunities to showcase UNICEF's work and donor contributions.

6. Field Mission Support

Organize and support high-level UNICEF and donor field visits in coordination with programme sections. Ensure adequate visibility materials are prepared and used during missions (e.g., branded items, banners, photo opportunities).

- Coordinate logistics and communication support for donor and high-level field visits.

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- Prepare and distribute branded visibility materials for use during missions.
- Ensure donor recognition is visible and consistent throughout all field activities.

7. Networking and Partnerships

Develop and maintain a contact list of individuals, groups, organizations, and fora whose support is essential to achieving advocacy and communication objectives. Build and enhance effective working relationships with UN communication counterparts and other key partners.

- Maintain and expand a network of key partners and stakeholders relevant to donor visibility.
- Facilitate regular information sharing and collaboration with UN and external partners.
- Participate in joint initiatives and events to strengthen donor recognition and advocacy efforts.

8. Capacity Building and Coordination

Provide guidance and training to field communication focal points and implementing partners on donor recognition standards. Coordinate with regional and HQ teams to ensure alignment and quality control.

- Organize and deliver training sessions and guidance materials on donor recognition standards.
- Provide ongoing technical support to field focal points and partners.
- Coordinate with regional and HQ communication teams to ensure consistency and quality in donor recognition.

JOB GRADE FACTORS

- P3/NOC

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- Report to UNICEF Representative P-5 or Asst. Representative P-4, or P4/P5 Communications Officer. Normally established in a small-size office of \$--million throughputs.
- Accountable for communication strategy development, programme formulation, design, planning and implementation, based on rights- and results-based management approach focussed on achieving UNICEF's communication priorities as established by the country office, DOC and supportive of the UN Country Team.
- 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. Make sound recommendations on communication policy and strategy taking into consideration the situations in the locality. Promote the organization goals of UNICEF through active external relations communication, advocacy, participation and policy dialogue.
- Works closely with the Representative especially with regards to relationship with mass media and senior government officials and develop external relations strategy. Manages media relations as per established strategies and campaigns.
- Provide feasible and effective recommendations on communication implementation, alternative approaches, and optimal utilization of resources that contribute effectively to the awareness, advocacy and promotion of the rights of children and women.
- Manage communication function by leading a team of professionals and support staff.
- Establish communication work plan, monitor compliance and provide training, support and guidance to communication team and human resources management in the area of communication
- Ensure timely and effective technical decision making on situation analysis, communication strategy, planning, implementation and evaluation.
- Approve the overall allocation and disbursement of funds ensuring they are properly used.
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CHILD SAFEGUARDING

Child safeguarding involves proactive measures to limit direct and indirect collateral risks of harm to children, arising from UNICEF's work, UNICEF personnel or UNICEF associates. The risks may include those associated with physical violence (including corporal punishment); sexual violence, exploitation or abuse; emotional and verbal abuse; economic exploitation; failure to provide for physical or psychological safety; neglect of physical, emotional or psychological needs; harmful cultural practices; and privacy

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violations.

Certain UNICEF positions present elevated child safeguarding risks ("elevated risk roles") and candidates and/or incumbents may be subject to more rigorous vetting and training. Roles may be elevated risk roles because of significant unsupervised direct contact with children, their data, having a role in responding to safeguarding incidents, or being otherwise assessed as presenting an elevated risk. This position has been identified as not being an elevated risk role.

Note: To appropriately categorize this position, please refer to the [Guidance on Identifying & Assessing Elevated Risk Roles](#) for this job profile and remove non-applicable description in the highlighted area above.

QUALIFICATION and COMPETENCIES ([] indicates the level of proficiency required for the job.)

1. Education

Advanced university degree in Communication, Journalism, Public Relations.

*(*A first University combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree in the field of journalism, communications, external relations, public affairs, public relations or corporate communications.)*

2. Work Experience

Five years of progressively responsible and relevant professional work experience in communication, print, broadcast, and/or new media.

International and national work experience (for IP). Field work experience (for NO).
Background/familiarity with Emergency situations.

3. Language Proficiency [II]

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

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

i) Core Values

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

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)

5. Technical Knowledge

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a) Specific Technical Knowledge Required (for the job)

- Donor visibility and recognition strategies and best practices
- UNICEF branding guidelines and donor requirements
- Communication asset production (stories, photos, videos, social media)
- Donor reporting and documentation
- Field mission organization and support
- Capacity building for donor recognition

b) Common Technical Knowledge Required (for the job group)

- Communication management
- Knowledge of theories and practices in communication research, planning, and strategy
- Fundamentals for working in various media formats – print, audio, video, web, etc.
- Computer systems/applications and network
- Knowledge of United Nations or other international organizations
- Global human rights issues, specifically relating to children and women
- UNICEF communication goals, policies, guidelines, and strategies
- UNICEF policies and strategy to address national and international issues
- UNICEF emergency communication policies, goals, strategies
- Gender equality and diversity awareness

c) Technical Knowledge to be Acquired/Enhanced (for the Job)

- Expertise in donor recognition management, communication strategy, and networking
- Technical competence in producing content for various formats
- UN policies and strategy to address international humanitarian issues and responses
- UN common approaches to programmatic issues and UNICEF positions
- UN security operations and guidelines