

UNITED NATIONS CHILDREN'S FUND

GENERIC JOB PROFILE

JOB TITLE: <u>Communication Officer (Social Media)</u> JOB LEVEL: <u>Level 2</u> REPORTS TO: Chief Communication, P-4 LOCATION: Phnom Penh, Cambodia	JOB PROFILE NO.: <u>60000260</u> CCOG CODE: <u>1A08</u> FUNCTIONAL CODE: <u>COM</u> JOB CLASSIFICATION _____
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PURPOSE OF THE JOB

Assists in planning, implementing, monitoring and evaluating an advocacy and communication strategy to get children's and women's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives in the country, and enhance the organization's credibility and brand.

KEY END-RESULTS

1. **Communication strategy:** The production of communication products and materials are timely executed and followed up to support country communication strategy, regional and global campaigns and priorities, and to support resource mobilization as set out in the work plan.
2. **Media relations:** Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.
3. **Monitoring and evaluation:** Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Results and reports are prepared and shared on a timely basis.
4. **Celebrities, partners and special events:** The Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), is maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the country programme goals.

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. **Communication materials**
Ensure that the production of communication products and materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.
Duties & Tasks
 - ☐ Implement the tasks in the country communication work plan and strategy as assigned.
 - ☐ Gather content and coverage of relevant country efforts to identify effective relevant country programme activities and results. Develop complementary, country specific and local community materials and activities.
 - ☐ Produce advocacy and communication materials (e.g. briefing notes, images, video. Web pages etc.) that meet the country and global standards as set out in the Communication

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Toolkit.

- ☐ Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials for both web-based and traditional media, as appropriate.
- ☐ Follow up on the production of advocacy and communication materials (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the Communication Toolkit.
- ☐ Establish or maintain an up-to-date documentation centre for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc.
- ☐ Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities; recommend the appropriateness, quality and dissemination of printed and audio-visual materials.
- ☐ Recommend established contacts, networks, resources and processes to support communication activities.

2. Media relations

Effective and timely professional assistance and support are provided *in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.*

Duties & Tasks

- ☐ Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- ☐ Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- ☐ Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.
- ☐ Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and administrative arrangements for them.
- ☐ Assist in collaborating with the media through activities such as organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- ☐ Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)

3. Monitoring and evaluation

Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared on a timely basis.

Duties & Tasks

- ☐ Contribute to developing an advocacy and communication strategy by coordinating appropriate audience research and compiling and analysing relevant data.
- ☐ Monitor and evaluate the appropriate and timely dissemination of advocacy and communication

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materials to target audiences, and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)

- ☐ Monitor the public perception of UNICEF in the country and recommend appropriate action to maintain a positive image for the organization.
- ☐ Assist in providing feedback to DOC on the use and appropriateness of global communication materials such as publications, images and multimedia products.
- ☐ Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- ☐ Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

4. Celebrities, partners and special events

Ensure that the Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), are maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the country programme goals.

Duties & Tasks

- ☐ Help organize and generate public support for special events and activities to promote country programme goals.
- ☐ Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- ☐ Maintain and update celebrity and partner contact lists/database for country office.
- ☐ Monitor/document process and effectiveness of working with these individuals/organizations.
- ☐ Prepare background communication and promotional materials for briefings and visits of media, Goodwill Ambassadors, donors, National Committee representatives and other special interest groups. The task includes preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.

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 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,] [a direct contact role,] [a child data role,] [a safeguarding response role,] [and/or] [an assessed 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

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above.

JOB GRADE FACTORS ¹

Level 2

- ☐ Report to Chief of Communication/Sr. Communication Specialist (Level 5) or Communication Specialist (Level 4) in a large area or medium-size country office of \$-- million throughput.
- ☐ Operates in the context of a medium-sized country office or an area office.
- ☐ Accountable for communication programme implementation. The work is task- and results- oriented.
- ☐ Responsible for research, analysis and evaluation of data/information to produce situation analysis, reports, and Information/communication materials. Assist in drafting, analyzing, and editing articles and human interest stories and other advocacy materials.
- ☐ Assist in organizing special events in consultations with government counterparts, community and partners to support programme delivery.
- ☐ Work under the general supervision of Communication Specialist. The supervisor defines the parameters of assignments and outlines approaches to problem areas. Research is carried out independently. Work may be reviewed while in progress, and upon completion.
- ☐ Incumbent operates within rules and regulations, and makes recommendations to supervisor when a deviation from guidelines or changes in procedures is required.
- ☐ Supervise and follow-up on production and qualitative monitoring of information and communication materials.

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

1. Education

University degree in Communications, Journalism, Public Relations or a related field.

2. Work Experience

Two years practical professional work experience in communication, print and broadcast media, or interactive digital media.

International and national work experience (for IP). Field work experience (for NO)

Background/familiarity with Emergency situations.

3. Language Proficiency [I]

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

ii) Core Competencies (For Staff with Supervisory Responsibilities) *

¹ The differences in the grades of jobs and positions reflect various differences, among others, in the nature and scope of work, individual contribution, professional expertise required, organizational context, risks, coordination and networking, engagement, partners, beneficiaries, clients/stakeholders relations, impact of decisions, actions and consequences, and leadership roles.

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- ☐ 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)

or

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)

*The 7 core competencies are applicable to all employees. However, the competency Nurtures, Leads and Manages people is only applicable to staff who supervise others.

5. Technical Knowledge

a) Specific Technical Knowledge Required (for the job)

(Technical knowledge requirements specific to the job can be added here as required.)

Specific and up-to-date working knowledge of:

- Executive Board and other policy documents.
- Executive Directives,
- Thorough knowledge of Mid-Term Strategic Plan (MTSP)
- UN/UNICEF Policy Papers
- UNICEF programme policy, procedures and guidelines.
- Rights-based and Results-based approach and programming in UNICEF
- General administrative and financial guidelines.
- Human resources manual
- UNICEF communication and other DOC guidelines
- Communication toolkit
- Brand Toolkit and Brand Book
- UNICEF Stylebook
- Ethical Guidelines on Reporting on Children

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

General knowledge of:

- Communication practice, methodology and practical application. Knowledge of current theories and practices in communication research planning and strategy.
- Fundamentals of working in various media formats – print, audio, video, web etc.
- Computer systems, including internet navigation, office applications, and specifically, interactive digital media.
- United Nations or other international organizations; good understanding of world affairs, current events and international development issues
- Global human rights issues, specifically relating to children and women, and current

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UNICEF position and approaches.

- UNICEF communication goals, visions, positions, policies, guidelines and strategies.
- UNICEF policies and strategy to address national and international issues, including emergencies.
- UNICEF emergency communication policies, goals, strategies and approaches, including emergency preparedness.
- Gender equality and diversity awareness

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

- Knowledge and expertise in management, communication strategy and networking.
- Technical competence in producing content for various media formats – print, audio, video, web etc.
- UN policies and strategy to address international humanitarian issues and the responses.
- UN common approaches to programmatic issues and UNICEF positions
- UN security operations and guidelines.

VIII. Signatures- Job Description Certification

Name: Rudina Vojvoda

Signature

Date: 23 March 2022

Title: Chief Communication

Name: Foroogh Foyouzat

Signature

Date 23 March 2022

Title: Representative