

TERMS OF REFERENCE (TOR) FOR TEMPORARY APPOINTMENT

Title: Communication Specialist (Polio)

Level: P3

Appointment Type: Temporary Appointment (Not for Nigerian Nationals)

Duration: 6 Months

Duty Station: Abuja, Nigeria

Reporting to: Polio Team Lead / Senior Health Manager (P5)

BACKGROUND

UNICEF is seeking a Polio Communication Specialist to lead and coordinate advocacy and communication efforts aimed at strengthening political commitment, refining advocacy and communication strategies, engaging local partners, and addressing misinformation related to polio eradication. The position will particularly focus on priority states including Kebbi and Sokoto.

UNICEF works in some of the world's toughest places to reach the most disadvantaged children. Across 190 countries and territories, UNICEF works for every child, everywhere, every day, to build a better world for everyone.

In Nigeria, UNICEF operates in a complex humanitarian and development context to fulfill and protect children's rights in partnership with government, civil society, communities, and families. UNICEF Nigeria is one of the largest UNICEF Country Offices globally.

PURPOSE OF THE ASSIGNMENT

Nigeria has made significant progress in the fight against polio; however, challenges such as vaccine hesitancy, harmful social and gender norms, limited political commitment, population movement, security concerns, and weak health systems continue to affect eradication efforts.

UNICEF, together with government and GPEI partners, is working to catalyze transformative change through strengthened community engagement, improved outbreak response mechanisms, enhanced health systems, and increased political commitment and funding.

Under the supervision of the Senior Health Manager/Polio Team Lead, the Communication Specialist will lead and coordinate advocacy and communication initiatives to strengthen political commitment, public awareness, and community engagement for polio eradication and immunization in Nigeria.

MAJOR RESPONSIBILITIES 1. Strategy development

- Close coordination with the Nigeria country office CAP section.

2. Political Advocacy and Leadership Engagement

- Lead advocacy initiatives with political, traditional, and influential leaders at state, and local government levels to strengthen commitment to polio eradication and outbreak response.
- Engage LGA chairpersons, their spouses, and other influential leaders in priority states mainly Sokoto and Kebbi.

3. Media Engagement and Capacity Strengthening

- Engage traditional media and social influencers to provide regular updates on polio eradication progress.
- Strengthen media capacity and ensure accurate and consistent communication on polio and immunization.

4. Public Engagement and Communication Campaigns

- Design and implement initiatives to strengthen public awareness and engagement on polio eradication.
- Support digital engagement initiatives including U-Report polls and other influence platforms to assess public awareness and promote community participation.
- Coordinate field visits to hard-to-reach areas with UNICEF champions, celebrities, and media representatives.

5. Documentation and Knowledge Management

- Document best practices and success stories of health workers, community leaders, and policymakers supporting polio eradication.
- Produce documentaries, articles, and communication materials highlighting progress and lessons learned.

Addressing Misinformation and Crisis Communication

- Collaborate with the Social and Behaviour Change (SBC) team to track and counter misinformation related to polio and immunization.
- Support crisis communication strategies through digital engagement and partnerships with religious and traditional leaders.

6. Communication Strategy Development

- Support development and implementation of advocacy and communication strategies for polio and immunization.
- Promote the use of digital and traditional media platforms to strengthen communication outreach.
- Ensure coordination of communication efforts with SBC and technical teams.

7. Campaign Launch Monitoring and Support

- Support planning and monitoring of national, state, and LGA campaign launches to ensure effective communication and high-level engagement.
- Ensure strong media coverage and follow-up of commitments made during campaign events.

8. Partner Coordination

- Work closely with State Emergency Operations Centre (SEOC) to ensure coordination and alignment of polio advocacy and communication activities.

QUALIFICATIONS AND EXPERIENCE Education

- Advanced university degree in Communication, Journalism, Public Relations, Public Health, or related fields.
- Alternatively, a first university degree with at least 7 years of relevant professional experience in communications, journalism, advocacy, or public affairs.

Experience

- Minimum five years of progressively responsible professional experience in communications, public relations, advocacy, or media.
- Experience working in public health communication is an asset.
- Field experience and familiarity with emergency settings are desirable. **Technical Skills**
- Strong communication, advocacy, and stakeholder engagement skills.
- Experience working with digital communication platforms and media relations.

Language Requirements

- Fluency in English is required.
- Knowledge of Nigerian languages is considered an asset.

CORE VALUES

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

CORE COMPETENCIES

- Builds and maintains partnerships (I)
- Demonstrates self-awareness and ethical awareness (I)
- Drive to achieve results (I)
- Innovates and embraces change (I)
- Manages ambiguity and complexity (I)
- Thinks and acts strategically (I)
- Works collaboratively with others (I)