

# TERMS OF REFERENCE

(FOR Temporary Appointments)



UNICEF-BCO: TERMS OF REFERENCE (TOR)	
Job Title and Level: Communication Officer P2	
Section: Cox's Bazar - CAP	
Duration: 364 days	
Duty Station: Cox's Bazar	
Reports to: Communication Specialist	
<p><b>1. Purpose of Assignment:</b></p> <p>Cox's Bazar District is currently hosting over 960,000 Rohingya refugees since August 2017. Over half of the refugee population is estimated to be under the age of 18. Since the most recent influx of refugees, the Bangladesh government and humanitarian actors have been working to meet the urgent humanitarian needs of both the Rohingya refugees and the affected local host population.</p> <p>Six years into the response, as it evolves from a humanitarian disaster to a crisis of protracted displacement, significant ongoing challenges persist while new and pressing concerns arise.</p> <p>Recognising the strain the massive influx of refugees has had on the environment and livelihood of local residents and the particular vulnerability of the Rohingya refugees, UNICEF is implementing a European Union funded initiative aimed at strengthening social cohesion and community resilience by scaling up local government and community capacity while delivering a holistic package of essential nutrition, education, water and sanitation and child protection services to improve children's survival and development and enhance household livelihoods in five Rohingya camps and four vulnerable communities of Cox's Bazar.</p> <p>The post holder will assist in planning, implementing, monitoring and evaluating an advocacy and communication strategy under the leadership of the Communications and Advocacy Team Lead in Cox's Bazar to get children's and women's issues into the public domain and strengthen political will in support of UNICEF's mission and objectives, especially those related to this EU-supported project.</p> <p>The implementation of the deliverables under this project requires a specific skill set that combines technical competencies in communication (including videography and photography) and coordination. The implementation of the visibility component of this grant requires a lot of staff time and a dedicated staff to effectively deliver on UNICEF commitments. Given the current staff complement, standing multiple commitments, adhoc requests and emerging emergencies, it would be impossible for the Communication team to effectively deliver on this commitment. A dedicated hire would ensure that we do not only deliver on time but with quality outputs as well to support future fundraising efforts. Understanding the heavy workload for this component, donor has already made available funding to support this temporary role until August 2024.</p>	
<p><b>2. Major duties and responsibilities:</b></p> <p>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.</p>	
1	<ul style="list-style-type: none"> <li>Communication and visibility for EU funded programmes.</li> </ul> <p><b><i>Ensure that the communication and visibility plan for the EU grant is executed according to schedule with high quality multimedia assets produced and disseminated.</i></b></p>

	<p><b>Duties and tasks:</b></p> <ul style="list-style-type: none"> <li>i. Implement the Communication and Visibility plan of EU supported programmes.</li> <li>ii. Ensure visibility of the partnerships by creating and disseminating content (human-interest stories, images, video, social media, etc.) as per the communication and visibility guidelines.</li> <li>iii. Safeguard the partnerships' branding in all the publicly visible communication and visibility materials and supported facilities.</li> <li>iv. Build the capacity of implementing partners to accurately represent branding and visibility for the partnership.</li> <li>v. Coordinate external missions (donor, media and stakeholders) to supported facilities under the partnership.</li> <li>vi. Build the capacity of UNICEF staff to accurately represent branding and visibility for the partnership.</li> <li>vii. Support donor reporting accountabilities for the partnership by producing human-interest stories and social media content.</li> </ul>
2	<ul style="list-style-type: none"> <li>• <b>Communication Strategy</b></li> </ul> <p><b><i>Ensure that the production of communication products and materials is timely and followed up to support country communication strategy, regional and global campaigns and priorities, and to support resource mobilization efforts.</i></b></p> <p><b>Duties &amp; Tasks:</b></p> <ul style="list-style-type: none"> <li>• Support the implementation of the UNICEF Bangladesh communication and advocacy strategy as assigned.</li> <li>• Produce advocacy and communication materials (e.g. videos, photo essays, human interest stories, briefing notes, fact sheets etc) that meet the UNICEF global standards as set out in the UNICEF Communication Toolkit.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> <li>• Work with established creatives, contacts, networks, resources and processes to support communication activities and create multimedia assets.</li> <li>• Create social media content for the Rohingya crisis for Twitter, Instagram, YouTube and TikTok.</li> </ul>
3	<p><b>Monitoring and evaluation</b></p> <p><b><i>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.</i></b></p> <p><b>Duties &amp; Tasks</b></p> <ul style="list-style-type: none"> <li>• Contribute to developing an advocacy and communication strategy by coordinating appropriate audience research and compiling and analysing relevant data.</li> </ul>

	<ul style="list-style-type: none"> <li>• Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of media materials.</li> <li>• Monitor the public perception of UNICEF in the country and recommend appropriate action to maintain a positive image for the organization.</li> <li>• Assist in providing feedback to BCO on the use and appropriateness of global communication materials such as publications, images and multimedia products.</li> <li>• Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.</li> <li>• Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.</li> </ul>
5	<p><b>Celebrities, donors, partners, media and special events.</b></p> <p><i>Ensure that the Field Office's contact list of media, individuals, donors, 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.</i></p> <p><b>Duties &amp; Tasks</b></p> <ul style="list-style-type: none"> <li>• Help organize and generate public support for special events and activities to promote country programme goals.</li> <li>• 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.</li> <li>• Maintain and update celebrity, donor, partner contact lists/database for the field office.</li> <li>• Monitor/document process and effectiveness of working with these individuals/organizations.</li> <li>• Prepare background communication 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, itineraries, fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.</li> <li>• Assist in collaborating with the media through activities such as organizing press conferences, project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.</li> <li>• Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)</li> <li>• Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.</li> <li>•</li> </ul>
<p><b>3. QUALIFICATION and COMPETENCIES (indicates the level of proficiency required for the job.)</b></p> <p><b>EDUCATION &amp; OTHER SKILL:</b> University degree in Communications, Journalism, Public Relations or a related field.</p> <p><b>WORK EXPERIENCE:</b> Two years practical professional work experience in communication, print and broadcast media, or interactive digital media. International and national work experience (for IP). Background/familiarity with Emergency situations.</p>	

Hands on experience in video production and photography is an added advantage.  
Previous experience implementing an EU funded programme is an asset.

**LANGUAGE PROFICIENCY:** Fluency in English and another UN language. Knowledge of the local working language of the duty station is an asset.

**COMPETENCIES/SKILLS: UNICEF foundational/functional competencies**

**Core Values**

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

**Core competencies**

- Demonstrates Self Awareness and Ethical Awareness
- Works Collaboratively with others
- Builds and Maintains Partnerships
- Innovates and Embraces Change
- Thinks and Acts Strategically
- Drive to achieve impactful results
- Manages ambiguity and complexity

**Child Safeguarding Certification**  
(to be completed by Supervisor of the post)

Child Safeguarding refers to proactive measures taken to limit direct and indirect collateral risks of harm to children, arising from UNICEF's work or UNICEF personnel. Effective 01 January 2021, Child Safeguarding Certification is required for all recruitments.

1. Is this position considered as "elevated risk role" from a child safeguarding perspective? * If yes, check all that apply below.	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
2a. Is this a Direct* contact role?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
2b. If yes, in a typical month, will the post incumbent spend <u>more than 5 hours</u> of direct interpersonal contact with children, or work in their immediate physical proximity, with limited supervision by a more senior member of personnel.  <i>*"Direct" contact that is either face-to-face, or by remote communicate, but it does not include communication that is moderated and relayed by another person.</i>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
3a. Is this a Child data role? *:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
3b. If yes, in a typical month, will the incumbent spend <u>more than 5 hours</u> manipulating or transmitting personal-identifiable information of children (names, national ID, location data, photos)  <i>* "Personally-identifiable information", in this context, means any information relating to a child who can be identified, directly or indirectly, by an identifier like a name, ID number, location data, photograph, etc. This is a "child data role".</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
4. Is this a Safeguarding response role*  <i>*Representative; Deputy representative; Chief of Field Office; the most senior Child Protection role in the office; any focal point that the office designated for Child Safeguarding; Investigator (Office of Internal Audit and Investigations)</i>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
5. Is this an Assessed risk role*?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No