



UNITED NATIONS CHILDREN'S FUND  
(GENERIC) JOB PROFILE

**I. Post Information**

Job Title: **Social & Behavior Change Gender Specialist (S&BC)**  
Supervisor Title/ Level: **Head of Section, Level 4**  
Organizational Unit: **Programme**  
Post Location: **Country Office**

Job Level: **Level 3**  
Job Profile No:  
CCOG Code: **1L05**  
Functional Code: **CFD**  
Job Classification Level: **Level 3**

**II. Organizational Context and Purpose for the job**

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does in programmes, especially advocacy, Social and Behaviour Change and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children's rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are violated. There is growing evidence that investing in the health, education and protection of a society's most disadvantaged citizens — addressing inequity — not only will give all children the opportunity to fulfill their potential but also will lead to sustained growth and stability of countries. This is why the focus on and gender equality and equity is so vital. It accelerates progress towards realizing the human rights of all children, which is the universal mandate of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nations.

**Job organizational context:** UNICEF's Country programme will have the following programme components: Health and Nutrition, Child Protection, Education, Water, Sanitation and Hygiene (WASH), Adolescent Development and Participation, and Social Policy. The Country Programme is guided by principles of equity, gender equality, inclusion, humanity, neutrality, independence and impartiality. The Country Programme has overarching strategies of expanded, equitable and inclusive access to basic services and child protection. The Country Programme applies the change strategies, including coordinated, holistic and convergent programming for greater effectiveness, quality, reach and scale and applying social and behavioural sciences to address inter-related drivers and causes of harmful social and gender norms, behaviours and practices.

**Purpose for the job:** The Social & Behavior Change, Gender Specialist reports to the **head of section** for general guidance and supervision. The Specialist provides technical and operational support for developing a science driven, systematic, planned and evidence-based strategy S&BC and Gender as an integral part of programme development, planning and implementation. Through communication and engagement, as well as the empowerment and participation of stakeholders, communities, children, civil society partners, and government counterparts, s/he promotes measurable behavioral and social change and community engagement. This subsequently contributes to the achievement of sustainable and concrete behavioral results in improving children's rights, survival and wellbeing in the country.

The SBC Specialist also performs the role of Gender Focal Point for the Office, by providing technical guidance/operational support throughout all stages of programming to facilitate the management and delivery of results contributing to gender equality in alignment with the UNICEF Gender Action Plan (2022-2025). S/he supports the development, implementation, and monitoring of high-quality gender programming/projects across sectors in alignment with the Gender Action Plan.

### **III. Key function, accountabilities and related duties/tasks**

#### **Summary of key functions/accountabilities:**

- 1. Management and/or advisory support to Deputy Representative (Programme) on gender**
- 2. Support to strategy design and development of S&BC activities**
- 3. Implementation of S&BC activities**
- 4. Technical and operational support on SBC**
- 5. Advisory services and technical support on gender**
- 6. Innovation, knowledge management and capacity building**

#### **1. Management and/or advisory support to Deputy Representative (Programme).**

- Coordinate with the chiefs of programme sections to plan, utilize, monitor and report on the Gender programme mainstreaming and integration in line with CO gender review report recommendations, under the Country Office senior management.
- In collaboration with programme colleagues and under the guidance of Deputy Representative, participate in the planning and monitoring of the utilization of the budget allocated to sectoral and cross-sectoral gender interventions with sectoral colleagues
- Lead the gender component of the reporting of the routine country-level programme expenditures, including the annual reporting and the RAM.
- Provide technical input and review on the gender components in key funding proposal appeals and submissions and in the design of funded projects/programs so that gender technical components are clearly defined and technical capacities are included.
- In collaboration with sectoral colleagues, identify the areas of focus for gender programming with the greatest potential for impact and scale, in alignment with the GAP and the country/regional priorities.
- Work with sectoral counterparts to incorporate sound gender indicators and measures in programme and policy initiatives, proposals, and advocacy efforts and assist in developing gender-sensitive theories of change models.

#### **2. Support to strategy design and development of S&BC activities**

- Conduct and/or participate in comprehensive S&BC situation analysis of social, cultural, economic and political issues in the country/region, including through national/subnational working groups or committees. Assess/synthesize qualitative and quantitative information, data and evidence to support the establishment of comprehensive and evidence-based information for developing and planning the S&BC component of the Country Programme of Cooperation.
- Participate in country programme planning and reviews to contribute to discussions on the underlying and contextual issues to be addressed (e.g. policies, gender/children inequality, cultural/social behavior etc) to ensure the successful and sustainable delivery of programme results and provide technical recommendations on approaches, strategies and plans of action for S&BC to promote behavioral and social change.
- Prepare or provide quality assurance on materials and related documentations for S&BC strategies and plans (as a component of the CO) to ensure optimum impact, scale and sustainability of achievements/results.
- Collaborate/consult with a wide range of partners and stakeholders to ensure synergy, integration, coherence, and harmonization of S&BC activities with UNICEF CO in

humanitarian response.

### **3. Implementation of S&BC activities**

- Collaborate with, advise and/or consult internal partners and external partners to design S&BC strategies, including formulation, production and testing materials to organize S&BC events and activities to ensure engagement and participation of key audiences, and maximum outreach and impact on behavioral and social and gender norms change, including in humanitarian response
- Confirm/verify the technical quality, consistency and relevancy of communications strategies, including materials that are developed, produced and disseminated to target audiences (e.g. individuals, communities, government officials, partners, media etc). Recommend appropriate multiple media formats (e.g. print, digital/social media, TV/Radio, Web, community networks, etc.). Oversee the production and implementation of multi-media initiatives for compliance with targets and plans that integrate the latest evidence.
- Carry out S&BC advocacy activities with/for a wide range of constituents, stakeholders, partners, communities, etc. to encourage/promote engagement and dialogue, inclusion, self determination and participation in mobilizing social, political, behavioral and cultural change to achieve sustainable programme results on children and women's rights, equity and wellbeing. Develop/select materials and other communication tools for S&BC events.
- Identify, establish and maintain active interaction/relations with media, academia and other strategic partners to communicate/advocate UNICEF's competencies and achievements to ensure their engagement, interests and support in promoting social/political engagement for political action on children's rights, and measurable changes in social and behavioral outcomes.
- Conduct and/or participate in M & E and Evaluation exercises, including country programme previews, meetings and mid-term/annual reviews to assess/report on efficacy/outcome of S&BC on UNICEF and CO Strategic Plans/Goals. Recommend timely action to ensure the achievement of results as planned and allocated. Integrate/disseminate lessons learned in development planning and improvements.

### **4. Technical and operational support on SBC**

- Collaborate with internal CO, RO and/or RO colleagues to contribute to the development of strategies, approaches, policies and the planning of S&BC social and resource mobilization initiatives in support of programmes/projects implementation and delivery of results, including humanitarian response.
- Collaborate with internal CO and/or RO colleagues to contribute to the development of SBC strategies and approaches that are gender-responsive and/or gender-transformative across sector SBC initiatives.
- Participate in CO strategic discussions to collaborate on policy and agenda setting for S&BC advocacy and investments and related external relations and resource mobilization initiatives.
- Participate in budget planning and management of programme funds and prepare financial plan for S&BC initiatives. Monitor/track the use of resources as planned and verify compliance with organizational guidelines, rules and regulations and standards of ethics and transparency.

### **5. Advisory services and technical support on gender**

- Provide technical support and guidance to national government, NGOs, UN Agencies and other country-level and local-level partners on aspects of gender programming and to ensure incorporation of gender indicators and measures in programmes/projects, policy initiatives, proposals, and M&E systems.
- Provide technical support and advocacy to reporting and follow-up on international and regional gender equality commitments made by the countries
- Support the development of adequate emergency preparedness measures, updating of contingency plans and establishment of early warning mechanisms that reflect gender needs.

### **6. Advocacy, networking and partnership building**

- Identify, build and maintain partnerships through networking and proactive collaboration with strategic partners, e.g. academia; social networks; celebrities, journalist, media, all sectors/levels of (socially aware) society and critical audience to reinforce cooperation and/or pursue opportunities for S&BC advocacy to promote UNICEF mission and goals for child rights, social equity and inclusiveness.
- Collaborate with internal global/regional communication partners to harmonize, link and/or coordinate messaging and use of multiple media and communication platforms to enhance S&BC outreach including in humanitarian contexts.
- Participate in organizational and/or inter-agency (national UN interagency RCCE coordination, Child protection, Education and Nutrition Coordination) discussions and planning to collaborate with inter-agency partners/colleagues to leverage resources in humanitarian response.
- Liaise and consult with sections, government and other external partners (civil society, NGOs, UN Agencies, private sector) to identify areas for convergence, and develop and reinforce partnerships in gender programming.
- Forge and support internal and external partnerships and networks in the development of harmonized, gender-transformative programme interventions

## **7. Innovation, knowledge management and capacity building**

- Implement innovative practices, approaches and latest technology on multiple media and social/digital platforms and networks for S&BC that are appropriate/available for the CO context and audience.
- Institutionalize/share best practices and knowledge learned/products with global/local partners and stakeholders to build capacity of practitioners and disseminate these products to key audiences including donors and partners.
- Organize/implement capacity building initiatives to enhance the competencies of clients/stakeholders/partners (government and non-government) in S&BC planning, implementation and evaluation in support of programmes/projects including in humanitarian settings.
- Represent the gender section at sectoral, country-level and regional-level network meetings, and ensure best practices on gender programming according to 5 GAP principles are highlighted in these forums
- Bring best practices in gender programming and measurement to the attention of senior management and sectoral colleagues, as well as Regional Gender Advisor and gender section staff at HQ
- Support and conduct innovative research on gender at the country-level

## **IV. Impact of Results**

The strategic and effective development and implementation of S&BC advocacy initiatives and products directly impact on the ability of UNICEF to promote social, political and economic action and changes in behaviors, social attitudes, beliefs, harmful social and gender norms and actions by communities, individuals and society on children's rights, survival and wellbeing. This in turn contributes to enhancing the ability of UNICEF to fulfill its mission to achieve sustainable, locally owned and concrete results in improving the survival, development and wellbeing of children in the country.

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

### i) Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability

### ii) Core Competencies

- 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)

## VI. Recruitment Qualifications

Education:	An advanced university degree in one of the following fields is required: social and behavioral science, sociology, anthropology, psychology, education, communication, public relations or another relevant technical field.
Experience:	A minimum of five years of professional experience in one or more of the following areas is required: social development programme planning, Social & Behavior Change, public advocacy or another related area. Relevant experience in a UN system agency or organization is considered as an asset. Experience working in a developing country is considered as an asset.
Language Requirements:	Fluency in Arabic and English is required. Knowledge of another official UN language or a local language is an asset.