# UNITED NATIONS CHILDREN'S FUND
# GENERIC JOB PROFILE

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| **JOB TITLE**: **Communication Specialist**<br>**JOB LEVEL**: **Level 3 (NO-3)**<br>**REPORTS TO**: **Representative**<br>**LOCATION**: **Country Office** | JOB PROFLE NO.:__60000055___<br>CCOG CODE:___ 1A08_____<br>FUNCTIONAL CODE: _COM ___<br>JOB CLASSIFICATION _____ |

**PURPOSE OF THE JOB**

Accountable for developing, managing, co-ordinating, networking, implementing and monitoring an advocacy and communication strategy and associated products and activities on on-going basis with public audiences, with the objective of promoting awareness, understanding, support and respect for children's and women's rights, and support for UNICEF's mission, priorities and programmes in the country office and at a global level and those of the UN Country Team.

**KEY END-RESULTS**

1. **Communication strategy:** The Regional/Country Office or Media Hub has a clear communication strategy and associated work plan to get children's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.
2. **Media relations:** The Regional/Country Office or Media Hub has a well maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web, photo etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation.
3. **Networking and partnerships:** The Regional/Country Office or Media Hub 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 Country Team and UN communication counterparts are developed, maintained and enhanced.
4. **Celebrities and special events**: The Regional/Country Office or Media Hub has a well maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF's effort and who actively participate in special events and activities.
5. **Global priorities and campaigns:** The Regional/Country Office or Media Hub has an effective process in place for integrating and taking action on UNICEF's global communications priorities, campaigns and partnerships, disseminating these elements in a locally-appropriate way.
6. **Resource mobilization support;** Global and country level fund-raising activities are supported by effective advocacy and communication strategy and activities.
7. **Management:** Human resources (the communication team) and financial resources (budget planning, management and monitoring) are both effectively managed and optimally used.
8. **Monitoring and evaluation:** Communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy and activities; results and reports are prepared and shared.
9. **Capacity building and support:** The Representative/Senior or Regional Communication Specialist and the country programme team are provided with professional expertise and advice on all aspects of external relations communication as required.

**KEY ACCOUNTABILITIES and DUTIES & TASKS**

*Within the delegated authority and the given organizational set-up, the incumbent may be accountable for all or*

# UNITED NATIONS CHILDREN'S FUND
# GENERIC JOB PROFILE

*assigned areas of the following major duties and end results.*

**1. Communication strategy**

***Ensure that the Regional/Country Office/Media Hub has a clear communication strategy and associated work plan to support the country programme objectives and get children's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.***

**Duties & Tasks**

- Develop, maintain and update the country advocacy and communication strategy and associated work plan. Strategy and work plan include: an environmental and stakeholder assessment; objectives; target audiences; messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement; ongoing refinement of the strategy.
- UNICEF's rights- and results-based programming approach is appropriately reflected in the communication strategy, work plan and products.
- Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

**2. Media relations**

***Ensure that the Regional/Country Office/Media Hub has a well maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation to a wider audience.***

**Duties & Tasks**

- Promote a better understanding of respect and support for children's and women's rights and issues by carrying out media, information and education activities in support of UNICEF-assisted development programmes or humanitarian efforts in the country.
- Develop, maintain and update media relations contact list/database.
- Establish, document, review and refine process of communicating with media contacts, including press conferences and events, issuing of media materials etc.
- Ensure rapid and accurate information dissemination to the media, National Committees, NGOs, the field and other appropriate audiences.
- Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats. Ensure or enhance the quality, appropriateness of country specific communication materials, activities, processes and messages transmitted to the press, partners and public.
- Collaborate with mass 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 and share results and findings.
- Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

# UNITED NATIONS CHILDREN'S FUND
# GENERIC JOB PROFILE

**3. Networking and partnerships**

***Ensure that the Regional/Country Office/Media Hub has a well maintained and continually developed contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), whose support is essential to/can assist in achieving the advocacy and communication objectives of the communication strategy.***

**Duties & Tasks**

- Develop, maintain and update partners contact list/database.
- Help establish, document, review and refine process of working collaboratively with partners, including meetings, joint projects, information sharing etc.
- Ensure or enhance the quality, consistency and appropriateness of country-specific communication materials, activities, processes and messages shared with partners.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing.
- Monitor, evaluate and share results and findings with partners.

**4. Celebrities and special events**

***Ensure that the Regional/Country Office/Media Hub has a well maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF's effort and who actively participate in special events and activities that support country programme goals.***

**Duties & Tasks**

- Develop, maintain and update celebrities contact list/database.
- Help establish, document, review and refine process of working with celebrities, including special events, media opportunities, field trips etc.
- Participate in global advocacy activities by planning visits of Goodwill Ambassadors, National Committee representatives, Executive Board members etc. including preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and necessary logistic arrangements. Highlight the achievements of the country programme. Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

**5. Global priorities and campaigns**

***In addition to local/national campaigns, ensure that the Regional/Country Office/Media Hub has an effective process in place for integrating and taking action on UNICEF's global communications priorities and campaigns, both disseminating these elements in a locally-appropriate way, as well as providing/enabling coverage of the work in the country for global use.***

**Duties & Tasks**

- Support the UNICEF global communications objectives and strategies through development of complementary country specific and local community materials and activities. Work plan should anticipate the inclusion of work on global priorities and campaigns.
- Develop and deploy country office communication capacity to gather/facilitate the content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results.
- Ensure regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

**6. Resource mobilization support**

***Ensure that global and country level fund-raising activities are supported by effective***

# UNITED NATIONS CHILDREN'S FUND
# GENERIC JOB PROFILE

***advocacy and communication strategy and activities.***

**Duties & Tasks**

- Mobilize country office communication capacity to support/facilitate the gathering of content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results in support of fund-raising.
- Mobilize resources for fund-raising support by regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

**7. Management**

***Ensure that human resources (the communication team) and financial resources (budget planning, management and monitoring) are both effectively managed and optimally used.***

**Duties & Tasks**

- Develop a work plan for communication activities, monitor compliance and provide support and guidance to ensure objectives are met.
- Plan and monitor the use of communication budgetary resources. Approve and monitor the overall allocation and disbursement and liquidation of funds. Take appropriate actions to optimize use of funds.
- Identify, recruit and supervise staff, technical resources and consultants as necessary. Conduct and Implement effective performance planning, monitoring, performance development programme as required.
- Ensure communication effectiveness, efficiency and delivery as well as a rigorous and transparent approach to planning, monitoring and evaluation.

**8. Monitoring and evaluation**

***Ensure that communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis.***

**Duties & Tasks**

- Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated or fed forwarded in the Annual Management Plan, Annual Work Plan, etc.
- Conduct timely and accurate monitoring and evaluation activities to ensure the communications objectives are met and the strategy is effective.
- Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings with country, regional and HQ communication colleagues so that best practices benefit UNICEF's communication work.

**9. Capacity building and support**

***Ensure that the Representative/Senior or Regional Communication Officer and the country programme team are provided with professional expertise and advice on all aspects of external relations communication as required; opportunities are identified and addressed for building communication capacity among country communication team, media and other relevant partners.***

**Duties & Tasks**

- Advise UNICEF management, colleagues and staff on media strategy and implications for action and policies proposed.

# UNITED NATIONS CHILDREN'S FUND
# GENERIC JOB PROFILE

- Support communication activities through knowledge management, information exchange and building capacity of the country communications team. Enable appropriate advocacy and communication training, access to information, supplies and equipment, and developing training and orientation material.
- Assist the Programme Communication Officer in the development of communication tools and/or strategies.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training.

**JOB GRADE FACTORS**

- Reports to UNICEF Representative (D1)
- 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.

**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.

# UNITED NATIONS CHILDREN'S FUND
# GENERIC JOB PROFILE

**QUALIFICATION and COMPETENCIES**

**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.
Field work experience. Background/familiarity with Emergency situations.

**3. Language Proficiency**

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

**4. UNICEF values and competency Required**

**i) Core Values**

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

**ii) Core Competencies**

- 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)

**5. Technical Knowledge**

**a) Specific Technical Knowledge Required**

Specific, detailed and up-to-date knowledge of:

- Executive Board and other policy documents.
- Executive Directives
- 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

# UNITED NATIONS CHILDREN'S FUND
# GENERIC JOB PROFILE

- 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**

General knowledge of:

- 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, including internet navigation, office applications, and specifically, interactive digital media.
- 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**

- Expertise of 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.