



**UNITED NATIONS CHILDREN'S FUND
JOB PROFILE**

I. Post Information

Job Title: **Chief Advocacy and Communications.**
Supervisor Title/ Level: **Head-of-Office, Level D1**
Organizational Unit: **Communication**
Post Location: **Uganda Country Office**
IMIS: 83647

Job Level: **Level 5**
Job Profile No.:
CCOG Code: **1A08**
Functional Code: **COM**
Job Classification Level:

II. Organizational office 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, in advocacy 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 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.

UNICEF aims to be the leading advocate for children, enabled by a cohort of networked, strategic, innovative, and effective advocates who deliver change for children in every part of the world.

Organizational context

Advocacy and Communication are at the center of UNICEF's mandate. We advocate to decision makers for 'the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential'. We communicate to key public and private audiences to build support for the cause of children. Equally Resource Mobilization and Partnerships are critical to achieve responsible for creating impact for children by working with the public and private sector to mobilize funding and leverage financing to support programmes for children and families and for the wider work of UNICEF to advance children's rights and wellbeing, and by developing shared valued partnerships that influence children's lives for the better.

Uganda country context

Uganda has one of the youngest populations in the world, with 80.2% of the population estimated to be below 35 years in 2023. Despite this population composition, the country's fertility remains very high, estimated at 5.4 births per woman. Children alone (0-19) comprise of more than half the population, estimated at 55.6% in 2023. This demographic dividend provided a window of opportunity for rapid economic growth if the right social and economic investments and policies are made especially in health and education.

The country has continued an impressive economic growth path, with growth rate of 5.2% in the aftermath of the COVID-19 pandemic in 2022/23. However, the growth in GDP is not adequately matched with growth in government revenues that remained around 14% of GDP, but projected to slightly increase above 15%, a level necessary to accelerate progress towards the Sustainable Development Goals. The private sector, particularly informal production, has shown significant contribution, primarily from agriculture, forestry, and fisheries, as well as services.

The primary funding sources for the Uganda Country Programme are the OECD/DAC countries along with the European Commission, with public sector donors constituting 40% of the contributions among the top 20 donors. Sweden emerges as the largest donor to the Uganda Country Office. Diversifying donors necessitates assessing opportunities across various public sector streams and engaging with non-traditional donors. Uganda's graduation from the Least Developed Country category offers potential for attracting private sector investments and accessing financial markets.

Navigating the funding landscape for the Uganda Country Programme necessitates strategic diversification, proactive engagement with donors, and leveraging emerging opportunities. UNICEF's continued advocacy and partnerships are pivotal for ensuring sustained support and impactful outcomes for children in Uganda. In addition, leveraging partnerships with the private sector offers immense potential for advancing child rights and youth development in Uganda.

UNICEF Uganda is embarking on the development of its new Country Programme Document (CPD) for the period 2026-2030.

The Chief Advocacy and Communications reports to the Head-of-Office, who is at **Level D1**

Purpose of the job:

The P5 Chief of Advocacy and Communications is accountable for leading the advocacy and communication strategy and resource mobilization and partnership strategy of the Country Office, under the supervision of the Representative. This includes:

- the development, implementation, monitoring and evaluation of integrated advocacy and communication strategies to achieve positive outcomes for children and young people
- the development, implementation, monitoring and evaluation of integrated resource mobilization and partnership strategies (including public and private) to raise and leverage funding for UNICEF and children, and to influence key stakeholder to invest in and protect children. The effective deployment of public channels and private relationships to mobilize public and private resources for children, including through UNICEF.
- using traditional and digital media and key partnerships to build awareness of and support for child rights and UNICEF's mission, priorities and programmes at the national, regional and global level
- working with children and young people to empower them as agents of change
- responding to major communication risks and challenges.

As a member of the Management Team, the staff member will work alongside colleagues to oversee the overall performance of the office, create a positive workplace environment, and ensure the wellbeing of staff.

III. Key functions, accountabilities and related duties/tasks:

Summary of key functions/accountabilities:

1. Advocacy and communication, strategy development and implementation
2. Resource mobilization and Partnerships (public and private sector) strategy development and implementation
3. Digital strategy development and implementation
4. Media relations
5. Advocacy, communication, resource mobilization and partnerships M&E
6. Team building, project and budget management
7. Advocacy, communication, resource mobilization and partnerships capacity building
8. Stakeholder outreach, engagement and influence
9. Others

The staff member will lead and manage a team to design and coordinate effective, integrated advocacy and communication, and partnerships strategies, through the development, implementation, monitoring and evaluation stages. S/he will work collaboratively with colleagues across UNICEF at the country, regional and global level, as well build alliances or coalitions with external partners to drive changes in policy and practice, and secure political and financial commitments for children. Duties include:

- **Advocacy and communication strategy development and implementation:**
 - Lead every element of the advocacy strategy process, in consultation with relevant stakeholders, from defining advocacy outcomes, power analysis, and developing a clear theory of change to win the support of decision makers and mobilize key constituencies.
 - Drive the implementation of advocacy strategies and plans, working across teams to ensure all strands of the strategy are progressed and mutually reinforcing, for example: data, policy, media, public mobilization, events, and partnerships. Supervise the development of cogent and compelling advocacy and campaign narratives, and the delivery of creative campaign tactics.
 - Supervise effective communication and advocacy plans that will deliver on the aims of key advocacy strategies and help mobilize and influence public and private support for the cause of children. Supervise the implementation of these plans, ensuring they are delivering against agreed outcomes and always in keeping with UNICEF's mandate.
- **Resource mobilization and Partnership strategy development and implementation:**
 - Supervise every element of the Resource Mobilization and Partnership strategy and plan process, in consultation with relevant stakeholders, from defining fundraising and partnership outcomes, partnership landscape mapping and developing a clear theory of change to win the support of resource partners and decision makers and mobilize key constituencies. Oversee the (1) engagement with (potential) resource partners, (2) development of donor reports donor proposals and briefing materials to achieve effective fundraising and leveraging from public and private partners.
 - Lead the Country Office strategic engagement with various key stakeholders in the private sector to mobilize and leverage resources, including both financial and non-financial, to deliver results for children in the programme areas. This includes local, multinational, public, private, micro, small and medium-sized companies and foundations in formal and informal sectors, as well as relevant stakeholders that have influence on business practices such as the government, multi-stakeholder platforms, business associations and chambers of commerce.

- **Digital strategy development and implementation:**
 - Lead and manage the Office's advocacy and communication team that effectively executes a comprehensive digital strategy and plan and provide a vision for the conceptualization, budgeting, planning, coordination, execution and digital content creation, as well as the monitoring and evaluation of digital initiatives and integrated advocacy campaigns for key audiences.
- **Media relations:**
 - Build and maintain strong relationships with journalists and media outlets covering all media – print, TV, radio, web, etc. – to ensure we can build public awareness of and support for UNICEF and the cause of children.
- **Advocacy, Communication, Resource Mobilization and Partnerships M&E:**
 - Supervise the development of a clear advocacy and communication M&E framework as well as the Resource Mobilization and Partnerships M&E framework: setting baselines against which results are regularly monitored; conducting analysis to continuously improve the effectiveness of the strategy, approach and activities; and overseeing the production and dissemination of advocacy and communication M&E results.
- **Team building, Project and Budget Management:**
 - Provide a protective, nurturing environment for the team – in line with UNICEF's highest ethical standards and values; respond appropriately to ethical issues and complaints of abuse of authority, bullying and harassment. Ensure project management coherence in the activities of the team, conveying strategic priorities and setting clear deliverables.
 - Lead inclusive teams featuring a variety of advocacy, communication, resource mobilization and partnerships professionals, to drive and deliver strategic initiatives.
 - Mobilize resources for undertaking advocacy and communication. Ensure effective and transparent management of budget and resources.
 - The communication and resource mobilization units are well-managed -through direct and matrix management modalities - and informed, motivated and performing at its best to achieve results.
- **Advocacy, Communication, Resource Mobilization and Partnerships Capacity Building:**
 - Build internal UNICEF capacities in advocacy and communication as well as Resource mobilization and public and private partnerships, through tools, guidance, capacity building, mentoring and knowledge and sharing of expertise.
- **Stakeholder engagement:**
 - Provide strategic direction for partnerships and networks through proactive collaboration with internal and external partners.
 - Partners will include key internal stakeholders, other UN entities, influencers, goodwill ambassadors, academics, business leaders and other public and private sector partners.
 - Ensure that effective advocacy/communication and resource mobilization/partnerships strategies and plans are co-created with partners, to leverage their power to contribute to UNICEF's goals.
 - Ensure that feedback from key stakeholders is incorporated into strategy design, implementation and team learning.

- **Country Management Team:**

- As a member of the CMT, work alongside senior colleagues to ensure the performance of the Country Office, manage risk, and set overarching strategic direction.

- **Others:**

- Carry out additional activities as required.

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 above.

IV. Impact of Results

The efficiency and efficacy of support provided by the Chief of Advocacy and Communication:

- I. Robust, integrated advocacy and communication and a resource mobilization and partnerships strategy and plan are developed, implemented, monitored and evaluated, with SMART outcomes and/or outputs and clear theories of change that support the achievement of CPD outcomes.
- II. Measurable change for children and young people through the achievement of defined advocacy and communication as well as resource mobilization and partnerships outcomes and/or outputs at the global, regional and/or national level.
- III. Public and private support for the cause of children and UNICEF continues to increase, with new strategic partnerships forged and a measurable increase in resources and investments for children.
- IV. A clear digital communication strategy with an associated work plan is developed to raise awareness of children's rights in the public domain, grow supporter engagement and elevate focus of UNICEF's advocacy priorities and campaign initiatives, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.

Achieving these goals will significantly contribute to the well-being of children.

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

i) Core Values

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

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

- Nurtures, Leads and Manages People (2)
- 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)

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

VII. Recruitment Qualifications

Education:	An Advanced University degree is required in one of the following fields: International Relations, Political Science, International Development, Public Policy, Public Administration, Economics, Communication or related fields.
Experience:	<p>At least ten (10) years of progressively responsible and relevant professional work experience in advocacy/ campaigning, communication and resource mobilization and partnerships is required, with at least two years at the international level.</p> <p>Experience in leading the development and implementation of advocacy and communication as well as resource mobilization and partnership strategies and plans, with clear theories of change, specific, measurable and timebound objectives, and performance indicators.</p> <p>A track record of achieving or contributing to tangible policy change.</p> <p>Proven experience in deploying a range of advocacy and communication as well as resource mobilization and partnerships tactics based on a clear theory of change.</p>

	<p>Experience in building and maintaining a network of external stakeholders, and in working with coalitions.</p> <p>Experience in building strong relationships with traditional and social media entities and using media relations and channels to engage public audiences.</p> <p>Experience in building strong relationships with public and private sector partners to raise funds and leverage resources and influence.</p> <p>Experience in leading the development, implementation and monitoring of digital strategies.</p> <p>Experienced and current in digital and social media content and audience trends as well as in managing online platforms and channels.</p> <p>Strong communicator with emphasis on being able to present complex policy ideas in succinct, engaging ways through campaign narratives and creative tactics as well as the development of donor proposals and reports.</p> <p>Experience in managing a team is a requirement, along with a proven commitment to diverse and inclusive recruiting process. Experience managing a multicultural team with matrix management set up is an asset.</p> <p>Demonstrated experience in design and management of projects, including budget management and monitoring and evaluation of results.</p> <p>Knowledge of international development, humanitarian issues and children's rights.</p> <p>Experience in training and facilitation is an asset.</p> <p>Experience working in a developing and emergency environment is an asset.</p>
Language Requirements:	<p>Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.</p>

COMMUNICATION ADVOCACY RESOURCE MOBILIZATION AND PARTNERSHIP

