



UNITED NATIONS CHILDREN'S FUND
GENERIC JOB PROFILE

I. Post Information

Job Title: **Communication Associate**
Supervisor Title/ Level: Communication Officer
NOA
Organizational Unit: Programme Section,
Buenos Aires
Post Location: **UNICEF Country Office**

Job Level: **G-6**
Job Profile No.:
CCOG Code:
Functional Code:
Job Classification Level: **G-6**

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 programs, 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.

Job organizational context

In order to effectively and sustainably support the mobilization of RR and the CP, the CO proposed the creation of a post dedicated specially to supporting media efforts. This post provides assistance to generate diversified relationships with journalists and media outlets and to communicate UNICEF's story to a wider audience.

Purpose for the job

This position reports to Communication Officer NOA with responsibility for assist in planning, implementing, monitoring and evaluating a media strategy to get children's and women's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives in the country, enhance the organization's credibility and brand and fundraise

III. Key functions, accountabilities and related duties/tasks

KEY ACCOUNTABILITIES and DUTIES & TASKS

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.

1. Communicational materials

Ensure that the production of communication products and materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.

- Implement the tasks in the country communication work plan and strategy as assigned.
- Gather content and coverage of relevant country efforts to identify effective relevant country programme activities and results. Develop complementary, country specific and local community materials and activities.
- Edit global materials for local media. As part of the fundraising mix for RR, generate and adapt content on emergencies and pitch it to traditional and on-line media.
- Support the production of communicational materials (e.g. briefing notes, fact sheets, etc.) that meet the country and global standards as set out in the Communication Toolkit.
- 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.
- Assist in the establishment of contacts, networks, resources and processes to support communication activities.
- Monitor and evaluate the appropriate and timely dissemination of communication materials to target audiences. Monitor and evaluate the use and effectiveness of media materials.

2. Media relations

Effective and timely assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.

- Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- Assist in developing and maintaining close collaboration with mass media, as well as with multimedia groups and organizations whose support is essential to the achievement of advocacy, communication and fundraising objectives.
- Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and administrative arrangements for them.
- Assist in organizing activities such as project site visits, press-conferences, one on one interview. Identifies and pursues news opportunities to showcase UNICEF's work in the field. Pitch stories to radio, tv and print media according to institutional priorities.

- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.). Elaborate monthly reports to monitor the progress on media presence.

3. Media strategies

Campaigns, special events and corporate partnerships have media strategies that contribute to achieve its objectives.

- Assist in the development, implementation, monitoring and evaluation of media strategies for awareness – raising, advocacy and fundraising campaigns.
- Assist in the development, implementation, monitoring and evaluation of media strategies for corporate partnerships. Liaise with corporate partner's communication agencies to effectible implement strategies.
- Assist in the development, implementation, monitoring and evaluation of media strategies for special events. Helps identify potential partners for dissemination of information.

4. Partners

Ensure that the Country Office's contact list of individuals, 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.

- 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, communication and fundraising objectives.
- Maintain and update celebrity and partner contact lists/database for country office.
- Monitor/document process and effectiveness of working with these individuals/organizations.
- Prepare background communication and promotional materials for briefings and visits of media, Goodwill Ambassadors, and other special interest groups. The task includes preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.

IV. Impact of Results

KEY END-RESULTS

1. Communicational materials: The production of communication products and materials are timely executed and followed up to support country communication strategy, regional and global campaigns and priorities, and to support resource mobilization as set out in the work plan.

2. Media relations: Effective and timely assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.

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V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles)

<p><u>Core Values</u></p> <ul style="list-style-type: none"> ▪ Commitment ▪ Diversity and inclusion ▪ Integrity <p><u>Core competencies</u></p> <ul style="list-style-type: none"> ▪ Communication (II) ▪ Working with People (II) ▪ Drive for Results (II) 	<p><u>Functional Competencies:</u></p> <ul style="list-style-type: none"> ▪ Analyzing [II] ▪ Applying Technical Expertise [II] ▪ Following Instructions and Procedures[II] ▪ Planning and Organizing [II]
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VI. Recruitment Qualifications

Education:	Completion of Secondary School. University degree in Communications Journalism, Public Relations or related fields is an asset.
Experience:	6 years of professional work experience in communication, print and broadcast media. Experience in international organization or non-profit sector is an asset.
Language Requirements:	Fluency in Spanish and English.

VII. Signatures- Job Description Certification

Name: Natalia Calisti	Signature	Date
Title: (Supervisor)		
Name: Ana de Mendoza	Signature	Date
Title: Head of Office		