



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

I. Post Information

Job Title: **Chief of Advocacy and Communication**
Supervisor Title/ Level: **UNICEF Representative, Level D1**
Organizational Unit: **Communication**
Post Location: **Country Office; Regional Office or HQ Division**

Job Level: **Level 4**
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.

The P4 Chief of Advocacy and Communication reports to UNICEF Representative, D1.

Purpose of the job:

The P4 Chief of Advocacy and Communication is accountable for leading the advocacy and communication strategies of the Country Office, along with managing the partnerships component in the 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 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 strategy development
2. Advocacy strategy implementation
3. Communication strategy development and implementation
4. Donor Relations and Reporting
5. Private Sector Engagement
6. Digital strategy
7. Media relations
8. Advocacy and communication M&E
9. Team building, project, and budget management
10. Advocacy and communication capacity building
11. Stakeholder engagement
12. Others
13. Country Management Team

The staff member will lead and manage a team to design and coordinate effective, integrated advocacy and communication 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:

1. Advocacy strategy development:
 - 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.
2. Advocacy strategy implementation:
 - 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.

3. Communication strategy development and implementation:

- Design effective communication plans that will deliver on the aims of key advocacy strategies and help to mobilize 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.

4. Donor Relations and Reporting.

- Acquire, cultivate, and retain donors and manage meaningful relationships with donors. Enhance positive relationships with donors, national committees, and donor groups in-country and through PPD in their donor capitals through timely and high-quality donor proposals and reports. Liaise with various humanitarian funding coordination mechanisms (CHF, CERF, and other pooled fund managers) for timely action on donor funding of humanitarian action. Roll out monitoring and reporting mechanisms, ensuring that all sections and field offices are adequately trained and conversant with quality issues in donor proposals and reports. In collaboration with PPD and PFP, nurture donor interest in programme in Iraq and develop donor profiles, their priorities and interests to sustain high-level advocacy and fundraising efforts by the ICO leadership.

5. Private Sector Engagement

- Ensure that ICO engages with businesses and other private sector actors according to the Private Sector Plan for the country office. In close consultation with the Country Management Team and PFP Regional Support Centre, and informed by clear analysis of the external environment, develops an initial private sector strategy ('Private Sector Plan') targeting the audiences with strongest potential, including key influencers (major donors and foundations) and/or businesses. Builds and supports a culture of innovation to drive fundraising growth.

6. Digital strategy:

- Lead and manage the Office's advocacy and communication team that effectively executes a comprehensive digital strategy 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.

7. 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.

8. Advocacy and Communication M&E:

- Supervise the development of a clear advocacy and communication 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.

9. 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 and communication professionals, to drive and deliver strategic advocacy and communication initiatives.
- Mobilize resources for undertaking advocacy and communication. Ensure effective and transparent management of budget and resources.

10. Advocacy and Communication Capacity Building:

- Build internal UNICEF capacities in advocacy and communication, through coaching, training and sharing of expertise.

11. 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 and communication 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.

12. 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.

13. 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.

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 and integrated advocacy and communication strategies are developed, implemented, monitored, and evaluated, with SMART advocacy and communication outcomes and/or outputs and clear theories of change.
- II. Measurable change for children and young people through the achievement of defined advocacy and communication 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 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:	<p>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.</p> <p>*A first level university degree (Bachelor's) in a relevant field, in conjunction with two additional years of relevant work experience in advocacy, campaigning or a related field may be taken in lieu of an Advanced University degree.</p>
Experience:	<p>At least eight (8) years of progressively responsible and relevant professional work experience in advocacy/ campaigning and communication is required, with at least two years at the international level.</p> <p>Experience in leading the development and implementation of advocacy and communication strategies, with clear theories of change, specific, measurable and timebound objectives, and performance indicators.</p> <p>Developing country work experience in international development as well as in international donor relations is an asset.</p> <p>Proven ability to develop effective long-term strategic fundraising plans, with appropriate allocation of time and resources, and foresee risks and allow for contingencies when planning.</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 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 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.</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 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 Arabic is a strong asset.</p>