

TEMPORARY APPOINTMENT: Communication Officer (Donor Relations and Brand)	
UNICEF Malawi is seeking to engage a temporary appointment to provide technical support to the Communication, Advocacy and Partnership Section, particularly to support the communications and partnership output, specifically to enhance the country office’s donor relations engagement, brand visibility for UNICEF and supporting emergency response.	
Engagement contract	Temporary Appointment
Post Level	NO-2
Location	Lilongwe, Malawi
Duration	364 days
Supervisor	Chief, Communication, Advocacy and Partnerships

1. ORGANIZATIONAL CONTEXT

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

Strategic office context: The UNICEF Malawi Country Programme (2024-2028) works through a One-UN approach based on the new United Nations Sustainable Development Cooperation Framework (UNSCDF) Strategic Priorities 2024-2028. All four strategic priorities of the UNSCDF 2024-2028 hold significance to UNICEF and the priorities identified for children: i) Economic Development, ii) Governance, iii) Human Capital Development, and iv) Climate Change. UNICEF co-leads the further elaboration and results in developing the Human Capital Development strategic priority. The intent of the UNICEF CPD 2024-2028 is fully aligned with these priorities, which are also directly linked to the pillars of Malawi Vision 2063, and the Malawi Implementation Plan (MIP, 2030). This programme adopted an outcome-based approach that promotes integrated programming which addresses the multi-faceted challenges facing children in Malawi.

2. PURPOSE OF THE JOB

Working under the overall guidance and direct supervision of the Chief, Communication, Advocacy and Partnerships, the incumbent will be responsible for supporting the overall communication and advocacy goals of the Country Office, and specifically to enhance the country office's partner engagement and donor visibility plans to contribute to improved donor relations and fundraising. Additionally, the role will support smooth project management activities within the Communication, Advocacy and Partnerships Section (CAP), support the country office's overall brand and visibility goals and contribute to the strategic communication output in emergency contexts.

3. KEY FUNCTIONS, ACCOUNTABILITIES AND RELATED DUTIES/TASKS

The Communication Officer (Donor Relations and Brand) is expected to provide technical support on communication, advocacy, donor relations and brand management in partnership with Chiefs of Sections and Programme Managers. Key functions of the Communication Officer are as below, but not limited to:

Partnerships and Donor Relations

- i. Create and implement donor visibility plans for major new and existing grants, and to update the generic donor visibility strategy.
- ii. Coordinate closely with the Partnerships Specialist to ensure communication and visibility requirements are met for donor reports.
- iii. Manage partner/donor related events, including the preparation of communication and branding assets.
- iv. Create a partner engagement calendar for partner and national committee field visits to support the country's offices resource mobilization initiatives and donor stewardship.

Communication asset generation

- i. Produce quality multimedia content and stories to support the country office priorities to strengthen fundraising and UNICEF's role as the leading voice of children in Malawi.
- ii. Develop quality communication and media plans for humanitarian emergency response.
- iii. Contribute, as part of the CAP Section, for the smooth functioning and planning of key public 'moments'.
- iv. Support the Chief, Communication, Advocacy and Partnerships in the successful management and coordination of communication with consultants to ensure that they are supporting our communication deliverables.

Develop and maintain the UNICEF brand and visibility

- i. Produce and monitor the implementation of UNICEF Malawi Country Office's brand and visibility strategy.

- ii. Support the production of visibility assets, ensuring compliance with UNICEF branding guidelines.

QUALIFICATIONS

Education:

- A university degree in one of the following fields is required: Communications, Journalism, Social Sciences, International Relations, Management.

Experience:

- At least two years of progressively responsible professional work experience at the national or international levels in one or a combination of the following fields of work: communication, donor relations.
- Proven experience in developing communication and donor relations strategies, also in writing press releases, stories, social media posts in a fast-paced environment.
- Demonstrable experience in designing and developing reports for donors, and other key stakeholders.
- Experience of project management of high-level events.
- Experience of interviewing families and individuals living in rural / remote terrains and writing stories / report based on interviews, evidence gathered.
- Experience of budgetary management.
- Engagement with a variety of stakeholders, including donors and representatives of the government considered a strong asset.
- Experience of delivering communication output in emergency situation considered an asset.
- Previous experience in a UN agency is considered a strong asset.

Technical knowledge and skills:

- Excellent technical skills in writing, in particular story-telling and reporting.
- Strong skills in leading and organizing high-profile events, including visits.
- Strong skills in creative development and content generation.
- Strong interpersonal skills, ability to engage easily with a variety of personalities, from prominent figures to engaging with young people and children.
- Skills in photography and developing engaging presentations.
- Strong coordination skills.
- Quick learner and team player.
- Ability to work under pressure and in multicultural environment.

Language:

- Fluency in English required, coupled with strong verbal and written skills. Knowledge of the local working language (Chichewa) is an asset.

COMPETENCIES

Core Values

- Care, Respect, Integrity, Trust, Accountability and Sustainability (CRITAS).

Core Competencies

(1) Builds and maintains partnerships (2) Demonstrates self-awareness and ethical awareness (3) Drive to achieve results for impact (4) Innovates and embraces change (5) Manages ambiguity and complexity (6) Thinks and acts strategically (7) Works collaboratively with others.