



Classified Job Descriptions

Job Description Type:	Specific Job Description	Region:	LACR
Category:	IP (International Professionals)	Country:	Panama
Reason for Classification:	Establishment of a new post	Duty Station:	Panama City
Level:	P-3	Office:	Regional Office
Title:	Social & Behavior Change Specialist	Section:	SBC
Title Information in Parenthesis:		Unit:	SBC
CCOG Code:	1L05	Case Number:	
UNICEF Code:	SBC	Post Number:	129554
Classified by:	Zsuzsa Penczu	Classified Date:	8/30/2024

Organizational Context:	<p>Social and Behavior Change in UNICEF is a cross-cutting programme strategy that addresses the cognitive, social, and structural determinants of social change in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, values, and the socio-cultural norms that shape their lives, to engage them and increase their influence in the design of solutions for sustainable behavior and social change.</p> <p>SBC is at the core of UNICEF’s mandate, with corporate results across sectors revolving around social and behavioral practices like immunization, breastfeeding, hygiene, and positive discipline. UNICEF SBC employs a mix of approaches, including community engagement, strategic communication, applied behavioral science, service delivery improvement, systems strengthening and policy advocacy and social mobilization to advance child rights, survival, development, protection and participation.</p> <p>The recent reform of SBC transitioning from C4D and the presence of a team in LACRO are supporting the COs to mainstream SBC is an inherent piece and essential to accelerate results in the 5 Goal Areas and support emergencies. In view of this, our 2023 AWP aims, in essence, the development of three fundamental areas: increase capacity in the COs, amplify synergies through strategic alliances (faith-based, private sector and academic institutions) and expand Knowledge Management as a principle for having systematized lessons learned and best practices.</p> <p>In Latin America and the Caribbean Region, the SBC section prioritizes approaches related to community engagement, social movements and system strengthening. In that context, strategic alliances with Faith Actors, Academic Institutions and the Private Sector are crucial elements. The SBC Specialist will be under the direct supervision of the Head of the Regional SBC Section, SBC Manager, to bring technical support to Country Offices and advance an agenda of alliances through the design and implementation of cooperation agreements.</p>
Purpose of the Job:	<p>The Specialist provides technical and operational support for developing a systematic, planned and evidence-based strategy and process for SBC as an integral part of programme development, planning and implementation and SBC cross-cutting and foundational areas influencing programme results in Immunization, PHC, Nutrition, emphasising the development and maintenance of strategic alliances to foster SBC</p>

institutionalization.

The responsibilities include technical support and coordination of strategic alliances for capacity building, improving community engagement approaches, system strengthening and supporting the overall SBC Institutionalization across LAC. Specifically, the SBC Specialist will provide a sustainable support in the:

SBC quality programming

- Support SBC teams at the COs with strategic directions in their AWP;
- Enhance multisector capacity and SBC institutionalization and system strengthening at COs level.

Support partnership to roll out SBC institutionalization and system strengthening with a focus on:

- Faith-based Organizations
- Academic Institutions Partnership
- Private Sector Partnership

Key functions, accountabilities and related duties/tasks:

1. Overall SBC quality programming

- Provide technical assistance to COs vis-à-vis their demands on their annual working plans.
- Support capacity building programmes with technical staff, implementing partners and counterparts, therefore contributing to the institutionalization of SBC, regionally.
- Support monitoring methods and approaches, including participatory, in person and digital ones to lead and support adequate, regular and timely monitoring of SBC strategies and activities and support needed adjustments and course correction.
- Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC.
- Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.
- Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.
- Promote continuous learning, strengthening and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

1.1. Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC.

- Establish clear SBC results framework and oversee data collection, tracking, monitoring and reporting and disseminating SBC results. Contribute to relevant UNICEF monitoring systems such as RAM.
- Lead and/or manage situation analysis for SBC situation analyses that identify social and behavioural drivers.
- Synthesize and stay current with data, evidence and trends for social and behavioural issues and provide leadership on programme directions informed by this information.
- Guide staff in commissioning, managing and utilizing qualitative and quantitative research on social and behavioral drivers, including behavioral analysis, human centered design, social listening, behavioral insights, participatory research and RCTs. Ensure integration of results of research in SBC strategies.
- Ensure that SBC activities and products are informed by formative research and pretesting and are culturally and contextually relevant. Provide leadership on the quality control of SBC activities and products as needed.
- Remain current on the latest innovative approaches and technology in SBC and the latest developments in social and behavioural sciences and ensure their integration

them in programme approaches. Advocate for their adoption among internal and external stakeholders.

- Provide leadership in promoting and disseminating best practices and innovative approaches and technology in SBC and advocating for their uptake in sectoral programmes (internal and external).
- Oversee establishment of community feedback mechanisms and use of feedback to inform community engagement and SBC actions for disaster preparedness, response, recovery and resilience.
- Provide leadership for generation and use of SBC evidence, data, and assessments for disaster preparedness, response, recovery and resilience.

1.2 Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.

- Lead teams in the application of evidence, insights, innovations and new technologies to SBC strategies and activities.
- Set policy direction and provide leadership in the development, implementation and monitoring of SBC strategies, in line with global standards and UNICEF priorities and approaches.
- Confirm/approve the technical quality, consistency and relevance of SBC activities and platforms for engagement, ensuring quality and integration of the latest evidence and UNICEF's programmatic approaches.
- Approve and use resources as planned, manage and monitor programme funds and verify compliance with organizational guidelines, rules, regulations and standards of ethics and transparency.
- Oversee the design, planning, implementation and monitoring of community engagement and SBC interventions in the context of humanitarian emergencies.
- Manage the development and coordination of preparedness and response SBC and RCCE strategies and implementation plans with stakeholders and partners.
- Provide SBC inputs to development and implementation of Accountability to Affected Populations frameworks, in collaboration with other sections and partners.

1.3 Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.

- Establish and provide strategic leadership for partnerships and resource mobilization opportunities to support SBC. Advocate for UNICEF priorities within these mechanisms.
- Lead collaboration with national, regional and/or global partners to link and coordinate SBC approaches.
- Mobilize financial resources for SBC.
- Provide strategic leadership and vision for the SBC teams/staff and mobilize workforce and flexible external expertise to achieve SBC goals and objectives.
- Oversee the identification, vetting and recruitment of consultants, vendors and other technical expertise to support delivery of SBC activities. Manage and oversee their activities and deliverables.
- Make viable recommendations to senior managers (internal and external) on inclusion of social and behavioural drivers in sectoral workplans and strategies.
- Advocate among senior decision makers (internal and external) for inclusion of social and behavioural approaches in sectoral workplans, strategies and funding plans.
- Lead and represent UNICEF interests among stakeholders and partners for the implementation of community engagement and SBC in humanitarian actions.
- Initiate and provide strategic guidance for relationships with external partners, vendors and consultants for research and evidence generation.

2. Specifically on the ongoing partnerships from the Regional Office, focus attention on three major groups.

Faith-Based Organizations

- Maintain regional partnerships with faith-based organizations to strengthen community engagement and support system strengthening in the region.
- Provide technical support to COs to create innovative social and behavioral change initiatives that are evidence-based and strengthen community engagement.
- Coordinate the implementation of the FPCC Initiative in the region (Faith and Positive Change for Children, Families and Communities).
- Support the creation and development of a regional coordination group with representatives of the most relevant faith-based organizations in the region.

Academic Institutions partnership

- Develop and maintain regional partnerships with academic institutions to create innovative social and behavioral change initiatives that are evidence based and strengthen community engagement.
- Design and support the implementation of Capacity Building activities for UNICEF Staff and partners at the country level.
- Provide technical support to COs to create innovative social and behavioral change initiatives that are evidence-based and strengthen community engagement.
- Support the creation of a regional network of academic institutions to strengthen the knowledge, adaptation and implementation of SBC approaches, strategies, and tools.
- Support the systematization and knowledge management processes to strengthen alliances with Academic Institutions.

Private Sector partnership.

- Support the creation of a regional approach for implementing the SBC approach and strategies in the framework of regional and national alliances with the private sector.
- Provide technical support to COs to strengthen the collaboration with the private sector for social and behavioral change.

3. Promote continuous learning, strengthening and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

- Lead on the development and/or use of tools, guidelines and training materials to build SBC capacity among country staff, implementing partners and other relevant government and non-government partners.
- Identify capacity development needs of country offices and partners and oversee design and organization of SBC capacity development initiatives, including new approaches such as behavioural analysis, behavioural insights, human centred design, social listening, and social accountability mechanisms.
- Promote and advocate for best practices and uptake of new SBC methods and knowledge internally and externally.
- Oversee SBC capacity assessments.
- Advocate with government counterparts for the uptake of SBC capacity building in national systems and plans.
- Provide strategic leadership for partnership development with academia and learning institutions for the delivery of SBC capacity development activities.
- Advocate for, establish and oversee mechanisms to strengthen systems for community engagement and SBC in humanitarian contexts.
- Initiate and oversee capacity development activities for humanitarian programming with a focus on preparedness, response and recovery.
- Secure resources for SBC capacity development activities.

4. UNICEF SBC / Community Engagement

- Support and strengthen learning and knowledge management practices by coordinating the SBC Think-Tank.
- Support the dissemination of technical resources for strengthening the RCCE practices by COs and partners.
- Support the capacity strengthening process on RCCE.

5. Monitoring and Evaluation

- Coordinate and provide technical support to the M&E process.

Impact of Results:

Efficient and effective technical support strengthens the quality of evidence and science-based SBC strategies, products, and activities through collaboratively work with key actors (Faith Actors, Academic Institutions, and the Private Sector).
Strengthen capacities for sustainable alliances and expand and reinforce community engagement processes and initiatives.
Robust platforms for cooperation with Faith-Based organizations and Academic Institutions.
Enhance knowledge and disseminate good practices and lessons learned from SBC and RCCE across LAC and in Global platforms.

Is this role a Representative, Deputy Representative, Chief of Field Office, the most senior Child Protection role in the office, Child Safeguarding Focal Point, or Investigator (OIAI)?:

No

Is this post a Direct contact role in which incumbent will be in contact with children either face-to-face, or by remote communication, but the communication will not be moderated and relayed by another person?:

No

Is this post a Child Data role in which incumbent will be manipulating or transmitting personal-identifiable information on children such as names, national ID, location data, or photos)?:

No

The selected candidate for this position will be required to engage with vulnerable children:

No

Competencies and level of proficiency required:

Core Values:

Care

Respect

Integrity

Trust

Accountability

Sustainability

Core Competencies:

Demonstrates self-awareness and ethical awareness (1)

Works collaboratively with others (1)

Builds and maintains partnership (1)

Innovates and embraces change (1)

Thinks and acts strategically (1)

Drive to achieve results for impact (1)

Manages ambiguity and complexity (1)

Recruitment Qualifications:

Education requirements: An advanced university degree in communication for development, public health, social science, or a related field.

"A first level university degree (i.e. Bachelor's degree or equivalent) in a relevant field combined with two additional years (a total of 7 years) of professional experience may be accepted in lieu of a Master university degree.

Experience required: A minimum of 5 years of experience designing, implementing, and evaluating social and behavioral change programs required.

Proved experience working in collaboration with academia and faith-based

organizations.

Strong understanding of social and behavioral change principles and experience working with diverse communities.

Demonstrated ability to develop and maintain partnerships, especially with academic institutions and faith-based organizations.

Strong project management skills, including the ability to develop and implement project plans, timelines, and budgets.

Excellent verbal and written communication skills. Ability to work collaboratively with colleagues, partners, and stakeholders.

Experience working in a developing country is considered as an asset. Relevant experience in a UN system agency or organization is considered as an asset.

Language knowledge: Fluency in Spanish and English is required. Knowledge of French or Portuguese or another official UN language (Arabic, Chinese or Russian) will be considered an asset.

Attachments:

[Organigram SBC Section as of Aug 6 2024.pdf](#)

[Specific JD SBC Specialist signed.pdf](#)

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