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

I. Post Information

Job Title: **Chief, Communication for Development** Supervisor Title/ Level: **Deputy Representative D1** Organizational Unit: **Programme** Post Location: **Country Office**	Job Level: **Level 4** Job Profile No.: CCOG Code : **1L05** Functional Code : **CFD** Job Classification Level: **Level 4**

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 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.

Job organizational context:

Typically, the Chief, Communication for Development (C4D) GJP is to be used in large size Country Offices (CO) where the Representative is at the D2/D1 level.

Purpose for the job:

The Chief, Communication for Development reports to the **Deputy Representative** for general guidance and direction. The Chief, C4D is responsible for developing a systematic, planned and evidence-based strategy and process for C4D as an integral part of programme development, planning and implementation. Through communication and engagement, as well as the empowerment and participation of stakeholders, communities, children, civil society partners and government counterparts, s/he promotes measurable behavioral and social change/mobilization. This subsequently contributes to the achievement of sustainable and concrete results on improving children's rights, survival and well-being in the country.

III. Key function, accountabilities and related duties/tasks

Summary of key functions/accountabilities:

1. **Support to strategy design and development of C4D activities**
2. **Implementation of C4D activities**
3. **Technical and operational support**
4. **Advocacy, networking and partnership building**
5. **Innovation, knowledge management and capacity building**

1. **Support to strategy design and development of C4D activities**

   - Conduct, participate and/or manage a comprehensive C4D situation analysis of social, cultural, communication, economic and political issues in the country/region. Assess/synthesize qualitative and quantitative information and data to establish comprehensive and evidence-based information for developing and planning the C4D component of the Country Programme of Cooperation (and UNDAF).

   - Participate in country programme planning and reviews to determine/discuss the underlying and contextual issues to be addressed (e.g. policies, gender/children inequality, cultural/social behavior etc) to ensure the successful and sustainable delivery of programme results and provide technical advice on evidence-based approaches, strategies and plans of action for C4D to promote behavioral and social change.

   - Prepare materials and related documentations for evidence-based C4D strategies and plans (as a component of the CO and/or UNDAF Programmes) to ensure optimum impact, scale and sustainability of achievements/results.

   - Collaborate/consult with a wide range of partners and stakeholders to ensure synergy, integration, coherence, and harmonization of C4D activities with UNICEF MTSP, CO global communications and advocacy activities and UN System development activities and initiatives at the CO level, including in humanitarian response.

2. **Implementation of C4D activities**

   - Collaborate with, advise and/or consult internal partners and external partners to design evidence-based strategies and formulate, produce and test materials to organize C4D events and activities to ensure community engagement and participation, maximum outreach and impact on behavioral and social change.

   - Confirm/approve the technical quality, consistency and relevancy of communications materials that are developed, produced and disseminated to key audiences (e.g. individuals, communities, government officials, partners, media etc). Recommend and/or select appropriate multiple media and communication format and platforms (e.g. print, digital/social media, TV/Radio, Web etc.). Manage the production and implementation of multi-media initiatives for compliance with targets and plans.

   - Carry out C4D advocacy activities with/for a wide range of constituents, stakeholders, partners, communities, etc. to encourage/promote engagement and dialogue, inclusion, self determination and participation in mobilizing social, political, behavioral and cultural change to achieve sustainable programme results on children and women's rights, equity and wellbeing. Develop/select materials and other communication tools for C4D events.

   - Identify, establish and maintain active interaction/relations with media, academia, research and implementing organizations and other strategic partners and networks to communicate/advocate UNICEF's competencies and achievements to ensure their engagement, interests and support in promoting social/political engagement for political

action on children's rights.

- Conduct and/or participate in M & E and Evaluation exercises, including country programme previews, meetings and mid-term/annual reviews to assess/report on efficacy/outcome of C4D on UNICEF and CO Strategic Plans/Goals. Take timely action to ensure the achievement of results as planned and allocated. Integrate/disseminate lessons learned in development planning and improvements.

3. **Technical and operational support**

- Collaborate with internal CO, RO and/or HQ colleagues to provide expert advise on the development of evidence-based strategies, approaches, policies and the planning of C4D social and resource mobilization initiatives in support of programmes/projects implementation and delivery of results.

- Participate in CO strategic discussions to collaborate on policy and agenda setting for C4D advocacy and investments and related external relations and resource mobilization initiatives.

- Participate in budget planning and management of programme funds and submit financial plan for C4D initiatives. Approve the use of resources as planned and verify compliance with organizational guidelines, rules and regulations and standards of ethics and transparency.

4. **Advocacy, networking and partnership building**

- Identify, build and maintain partnerships through networking and proactive collaboration with strategic partners, e.g. academia; research and implementing organizations; media and communication networks; celebrities; journalists; media ; all sectors/levels of society, and critical audiences to reinforce cooperation and/or pursue opportunities for C4D advocacy to promote UNICEF's mission and goals for child rights, social equity and inclusiveness.

- Collaborate with internal global/regional communication partners to harmonize, link and/or coordinate strategies and messaging and use of multiple media and communication platforms to enhance C4D outreach and impact.

- Participate in organizational and/or inter-agency (UNCT; UN Communication for Development Roundtable) discussions and planning to collaborate with inter-agency partners/colleagues in the UNDAF planning and preparation of C4D advocacy and resource mobilization initiatives including emergencies.

5. **Innovation, knowledge management and capacity building**

- Implement innovative practices, approaches and latest technology on multiple media and social/digital platforms for C4D that are appropriate/available for the CO context and audience.

- Engage in evidence generation and research initiatives that may contribute to improved evidence in C4D practices, and influence national and local policies and investments in C4D for sustainable results.

- Institutionalize/share best practices and knowledge learned for products with global/local partners and stakeholders to build capacity of practitioners, local networks, and government partners.

- Organize/implement capacity building initiatives to enhance the competencies of clients/stakeholders/government and non-government partners in evidence-based C4D planning, implementation and evaluation in support of programmes/projects.

IV. Impact of Results

The strategic and effective development and implementation of C4D advocacy initiatives and products directly impact on the ability of UNICEF to promote social, political and economic action and changes in behaviors, social attitudes, beliefs and actions by communities, individuals and society on children's rights, survival and wellbeing. This in turn contributes to enhancing the ability of UNICEF to fulfill its mission to achieve sustainable, locally-owned and concrete results in improving the survival, development and wellbeing of children in the country.

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

i) **Core Values**

- Care
- Respect
- Integrity
- Trust
- Accountability

ii) **Core Competencies**

- 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.

VI. Recruitment Qualifications

Education:	An advanced university degree in one of the following fields is required: social and behavioral science, sociology, anthropology, psychology, education, communication, public relations or another relevant technical field.
Experience:	A minimum of eight years of professional experience in one or more of the following areas is required: social development programme planning, communication for development, public advocacy or another related area. Relevant experience in a UN system agency or organization is considered as an asset. Experience working in a developing country is considered as an asset.
Language Requirements:	Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.