

UNITED NATIONS CHILDREN'S FUND

JOB PROFILE

JOB TITLE: Communication Officer JOB LEVEL: NO-2 REPORTS TO: Chief Advocacy and Communications (P5) LOCATION: Maputo Country Office	JOB PROFILE NO.: 4946 CCOG CODE: 1A08 FUNCTIONAL CODE: COM JOB CLASSIFICATION Level 2
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PURPOSE OF THE JOB

Provides support for implementation and monitoring of UNICEF Mozambique communications strategy, with particular focus on relationship management and engagement with local media and communication networks, with the objective of getting children's and women's issues into the public domain, strengthening political will in support of UNICEF's mission and objectives in the country, and enhancing the organization's credibility and brand. Supports efforts to strengthen visibility for donor support, and joint advocacy with key partners, thereby reinforcing partnerships and resource mobilization efforts, and shared advocacy around priority child rights issues. Supports planning and implementation of high-level and media visits to Mozambique.

KEY END-RESULTS

1. **Communication products and materials:** The production of communication products and materials, including written products, speeches, talking points, are executed in a timely manner 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:** Positive relationships are established and maintained with local media outlets, journalists, and relevant communication networks in Mozambique, ensuring wide visibility for UNICEF Mozambique's priorities in domestic media. Effective and timely professional assistance and support are provided in developing, drafting and maintaining media products, press releases, statements, quotes, talking points, media Q&As, etc.
3. **Donor visibility:** Regular engagement with priority partners is ensured to ensure alignment around approaches to donor visibility and shared advocacy approaches. Guidance and leadership is shown on approach to donor visibility, and support provided to creation and dissemination of donor visibility content.
4. **Monitoring and reputation management:** Effectiveness of communication approaches and tactics, and in particular of media strategy and tactics, is monitored and evaluated on an ongoing basis, to ensure that optimal approaches are being utilized and changes made where needed. Emerging risks and opportunities for UNICEF's reputation in Mozambique are monitored to ensure mitigation of risks and capitalization of opportunities.
5. **Celebrities, partners and special events:** The Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), is 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. Logistical and organizational support is provided to facilitate visits from senior UNICEF staff, Goodwill Ambassadors, partners, and media representatives.

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. **Communication products and materials**

Ensure that the production of communication products and materials, including written products, speeches, talking points, are executed in a timely manner and followed up to support country communication strategy, regional and global campaigns and priorities,

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and to support resource mobilization as set out in the work plan.

Duties & Tasks

- Implement the tasks in the country communication work plan and strategy as assigned.
- Gather content and coverage showcasing UNICEF impact and results in Mozambique, including through regular travel to field locations across Mozambique.
- Produce advocacy and communication materials (e.g. briefing notes, images, video. Web pages etc.) that meet 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.
- Follow up on the production of advocacy and communication materials (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the Communication Toolkit.
- Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities; recommend the appropriateness, quality and dissemination of printed and audio-visual materials.

2. Media relations

Positive relationships are established and maintained with local media outlets, journalists, and relevant communication networks in Mozambique, ensuring wide visibility for UNICEF Mozambique's priorities in domestic media. Effective and timely professional assistance and support are provided in developing, drafting and maintaining media products, press releases, statements, quotes, talking points, media Q&As, etc.

Duties & Tasks

- Assist in developing and maintaining close collaboration with local journalists, media outlets and communication networks, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media. Advise on opportunities and appropriate approaches to engaging with specific journalists or outlets to achieve key advocacy and communication objectives.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.
- 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 these visits.
- Support media coverage of UNICEF activities including by organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- Monitor and evaluate the use and effectiveness of different approaches to media engagement and implement adjustments to media strategy based on changing context. Maintain a library of coverage (clippings, coverage etc.)

3. Donor visibility

Regular engagement with priority partners is ensured to ensure alignment around approaches to donor visibility and shared advocacy approaches. Guidance and leadership

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is shown on approach to donor visibility, and support provided to creation and dissemination of donor visibility content

Duties and tasks

- Develop and maintain networks with communication focal points at key UNICEF public and private sector donors and partners, ensuring that UNICEF's donor visibility and shared advocacy efforts are informed by a thorough understanding of partners' objectives and preferences.
- Provide support and guidance on UNICEF Mozambique's approach to donor visibility, supporting the conceptualization, implementation, monitoring and regular updating of the office's donor visibility and shared advocacy strategy and plans.
- Ensure regular compilation and sharing of donor visibility content and activities with donors, ensuring awareness among key partners of UNICEF's donor visibility activities.
- Support planning and implementation of donor visibility activities, including project launch events, joint press releases, summary reports, etc.

4. Monitoring and reputation management

Effectiveness of communication approaches and tactics, and in particular of media strategy and tactics, is monitored and evaluated on an ongoing basis, to ensure that optimal approaches are being utilized and changes made where needed. Emerging risks and opportunities for UNICEF's reputation in Mozambique are monitored to ensure mitigation of risks and capitalization of opportunities.

Duties & Tasks

- Contribute to development of office advocacy and communication strategy by coordinating appropriate audience research and compiling and analysing relevant data.
- Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)
- Monitor the public perception of UNICEF in the country and recommend appropriate action to respond to emerging risks and opportunities, with the aim of protecting and promoting UNICEF's brand and reputation in Mozambique.
- Assist in providing feedback to DGCA and ESARO on the use and appropriateness of global communication materials such as publications, images and multimedia products.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

5. Celebrities, partners and special events

The Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), is 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. Logistical and organizational support is provided to facilitate visits from senior UNICEF staff, Goodwill Ambassadors, partners, and media representatives.

Duties & Tasks

- Support the planning and execution of special events, and of high-level visits by senior

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leadership, celebrities, Goodwill Ambassadors, and media outlets, in support of office advocacy and programmatic goals.

- Assist in developing and maintaining close collaboration with key influencers, groups, organization and fora whose support can further office advocacy and communication 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, donors, National Committee representatives 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.

JOB GRADE FACTORS ¹

Level 2

- Report to Chief of Advocacy and Communications in a large area or medium-size country office
- Operates in the context of a medium-sized country office or an area office.
- Accountable for communication programme implementation. The work is task- and results- oriented.
- Responsible for research, analysis and evaluation of data/information to produce situation analysis, reports, and Information/communication materials. Assist in drafting, analyzing, and editing articles and human interest stories and other advocacy materials.
- Assist in organizing special events in consultations with government counterparts, community and partners to support programme delivery.
- Work under the general supervision of Chief of Advocacy and Communications. The supervisor defines the parameters of assignments and outlines approaches to problem areas. Research is carried out independently. Work may be reviewed while in progress, and upon completion.
- Incumbent operates within rules and regulations, and makes recommendations to supervisor when a deviation from guidelines or changes in procedures is required.
- Supervise and follow-up on production and qualitative monitoring of information and communication materials.

QUALIFICATION and COMPETENCIES ([] indicates the level of proficiency required for the job.)

1. Education

A bachelor's degree in Communications, Journalism, Public Relations or a related field is required.

2. Work Experience

Two years practical professional work experience in communication, print and broadcast media, or interactive digital media is required.

Field work experience is required.

Background/familiarity with Emergency situations.

3. Ability and willingness to travel

Ability and willingness to travel to the field, on regular occasions, and sometimes at short notice, is required to fulfil the requirements of this position.

¹ The differences in the grades of jobs and positions reflect various differences, among others, in the nature and scope of work, individual contribution, professional expertise required, organizational context, risks, coordination and networking, engagement, partners, beneficiaries, clients/stakeholders relations, impact of decisions, actions and consequences, and leadership roles.

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4. Language Proficiency [1]

Fluency in English and Portuguese is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

4. UNICEF values and competency Required

i) Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

ii) Core Competencies

- Demonstrates Self Awareness and Ethical Awareness (1)
- Works Collaboratively with others (1)
- Builds and Maintains Partnerships (1)
- Innovates and Embraces Change (1)
- Thinks and Acts Strategically (1)
- Drive to achieve impactful results (1)
- Manages ambiguity and complexity (1)

5. Technical Knowledge

a) **Specific Technical Knowledge Required** (for the job)

(Technical knowledge requirements specific to the job can be added here as required.)

Specific and up-to-date working knowledge of:

- Executive Board and other policy documents.
- Executive Directives,
- Thorough knowledge of Mid-Term Strategic Plan (MTSP)
- UN/UNICEF Policy Papers
- UNICEF programme policy, procedures and guidelines.
- Rights-based and Results-based approach and programming in UNICEF
- General administrative and financial guidelines.
- Human resources manual
- UNICEF communication and other DOC guidelines
- Communication toolkit
- Brand Toolkit and Brand Book
- UNICEF Stylebook
- Ethical Guidelines on Reporting on Children

b) **Common Technical Knowledge Required** (for the job group)

General knowledge of:

- Communication practice, methodology and practical application. Knowledge of current theories and practices in communication research planning and strategy.
- Fundamentals of working in various media formats – print, audio, video, web etc.
- Computer systems, including internet navigation, office applications, and specifically, interactive digital media.
- United Nations or other international organizations; good understanding of world affairs, current events and international development issues
- Global human rights issues, specifically relating to children and women, and current UNICEF position and approaches.

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- UNICEF communication goals, visions, positions, policies, guidelines and strategies.
- UNICEF policies and strategy to address national and international issues, including emergencies.
- UNICEF emergency communication policies, goals, strategies and approaches, including emergency preparedness.
- Gender equality and diversity awareness

c) Technical Knowledge to be Acquired/Enhanced (for the Job)

- Knowledge and expertise in management, communication strategy and networking.
- Technical competence in producing content for various media formats – print, audio, video, web etc.
- UN policies and strategy to address international humanitarian issues and the responses.
- UN common approaches to programmatic issues and UNICEF positions
- UN security operations and guidelines.

Child Safeguarding Risk Assessment

[Please refer to Guidance on Elevated Risk Roles](#)

Is this position considered as 'elevated risk role' from a child safeguarding perspective?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If Yes, check all that apply
Direct contact role "Direct" means contact that is either face-to-face, or by remote communicate, but it does not include communication that is moderated and relayed by another person.	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediate physical proximity, with limited supervision by a more senior member of personnel – 5 to 6 hours/month
Child data role	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (names, national ID, location data, photos) - 5 to 6 hours/month
Assessed Risk Role	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No If yes, please indicate the number of hours/months of direct engagement with particularly vulnerable children - 5 to 6 hours/month
Safeguarding response role	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No