

# TERMS OF REFERENCE

(FOR Temporary Appointments)



## UNICEF-BCO: TERMS OF REFERENCE (TOR)

**Job Title and Level:** Social and Behaviour Change Specialist. NOC

**Section:** Communication for Development (C4D)

**Duration:** 364 days (1 August - 2022- 30 July ~~December~~ 2023)

**Duty Station:** Dhaka, Bangladesh

**Reports to:** Chief, SBC Programme – C4D Section

### 1. Purpose of Assignment:

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.

Communication for Development (C4D) in UNICEF is a cross cutting programme strategy and positioned in the Bangladesh Country Programme (CP) 2022-2026 as a key cross-cutting component and as a change strategy to promote Programme results. C4D is implementing and coordinating across the sector programmes to achieve social and behavior change results of the education, protection, health, nutrition, WASH, and social protection programme. C4D is also contributing to the realization of UNSDCF strategic results, SGDs, and UNICEF Strategic results that the different UNICEF section programme would contribute to. C4D/SBC in the country programme employed a child centered approach and converged SBC interventions across section programmes around the child at the household and community levels. Emphasis have been given on creating an environment that enables strategic communication planning, implementation and monitoring to facilitate the adoption of positive behaviors and social and gender norms by care givers and communities in a holistic manner and enables increased utilization of health services related to Maternal, Newborn, Child and Adolescents. C4D planned to invest in building and enabling the ability of UNICEF implementing and counterparts at national and sub national levels for evidence informed communication planning, implementation, monitoring and evaluation that meets quality standards.

C4D section provides technical support to the Health and WASH programme in promoting positive behaviors, norms, and social change through a designated Social and Behaviour Change Specialist. The incumbent on the positions is currently on another assignment and thus this ToR has been developed to hire a Social and Behaviour Change Specialist on Temporary Assistance (TA) for 364 days to performn the tasks of this position

**Purpose for the job:**

Under the direct supervision of the Chief, Social and Behaviour Change/C4D Section and in close coordination with relevant Sectoral and Cross-Sectoral Specialists and Officers in Dhaka and Field offices, responsible for the design of the Social and Behaviour Change programmes, management, implementation, monitoring and evaluation of SBC programmes in support of the country programme. The temporary position will support the Ministry of Health and Family Welfare, Ministry of Religious Affairs, Ministry of Information to steer the strategic process for advocacy, implementation of community engagement interventions, monitoring and quality assurance, capacity building and knowledge management as defined in the C4D programme strategy as agreed in Rolling Work Plan of SBC Programme.

**1. Major areas of duties and responsibilities:**

1. C4D Strategy Design, Programme Development and Implementation
2. Advocacy, Networking and Partnership Building
3. Technical Support and Capacity Building
4. Research, Innovation and Knowledge Management
5. Management and Operational Support

1.

**C4D Strategy Design, Programme Development and Implementation**

- In collaboration/ consultation with UNICEF sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, develop and facilitate the implementation of evidence-based C4D strategies, national plans of action, messages and materials aimed at: (a) Social behavioral evidence generation and use in health, nutrition, protection, education and WASH (b) SBCC capacity development of UNICEF programme sector implementing partners (c) Community Engagement system strengthening and quality assurance and d) Multimedia/Innovative/evidence based SBCC for development and humanitarian context.
- Participate in sectoral program planning and reviews to contribute to discussions on the underlying and contextual issues to be addressed (e.g. policies, norms etc) to ensure the successful and sustainable delivery of SBC programme results and provide technical recommendations on approaches, strategies and plans of action for C4D to promote behavioral and social change with respect to sectoral goals. In this regard, liaison with relevant UNICEF sections, governmental and non-governmental counterparts, including especially with field offices for guidance on implementation.
- Guide or facilitate the execution of C4D events and activities with/for a wide range of constituents, stakeholders, partners, communities, etc. to encourage/promote engagement and dialogue, inclusion, self-determination and participation for social, political, behavioral and cultural change
- Coordinate with Sectoral Specialists and provide technical inputs to integrate SBC components in sectoral donor proposals to ensure available SBC resources to generate sector specific SBC results.

2.

**Advocacy, Networking and Partnership Building**

- Represent UNICEF Country Office and C4D Section in national and international level fora and among partners as relevant and necessary. Participate in organizational and inter-agency, cross-sectoral or C4D focused working groups, conferences and meetings to

	<p>collaborate on multi-stakeholder initiatives, joint advocacy and resource mobilization with focus on child survival and development.</p> <ul style="list-style-type: none"> <li>• Collaborate/consult with a wide range of governmental and on-governmental stakeholders to ensure synergy, integration, coherence, and harmonization of UNICEF C4D activities with global, regional and institutional standards and UN System development activities and initiatives at the CO level, including in humanitarian response.</li> <li>• Develop or convene new and/or strengthen existing national level partnerships with relevant sectoral governmental counterparts, religious bodies, national networks of traditional and new leaders, private sector, research and academia and other organized groups in the community, as well as civil society organizations, to orient them and solicit their involvement in the implementation of the country programme. Manage development of and progress against joint programme/project agreements with relevant governmental partners, NGOs/CSOs and others.</li> <li>• Support partnership and coordination activities at the divisional/ field level and ensure cross-exchanges for both vertical (national and sub-national) and horizontal (across sectors) information flow for effective implementation of SBC programmes.</li> </ul>
3.	<p><b>Technical support and capacity development</b></p> <ul style="list-style-type: none"> <li>• Provide technical support to relevant line ministries and government counterparts in the development and appropriate use of C4D/SBC, creating demand for and access to basic services in relation to child survival, development, protection and participation.</li> <li>• Design and organize/ implement capacity development strategies, training materials and activities to build capacity and competencies in C4D/SBCC and participatory methodologies at various government levels and among other UNICEF partners.</li> <li>• Work with C4D specialists and officers to implement Community Engagement training for the sectoral and cross sectoral sections to foster implementation of SBC programmes by Government/CSO partners.</li> </ul>
4.	<p><b>Research, Innovation and Knowledge Management</b></p> <ul style="list-style-type: none"> <li>• In collaboration with partners, organize/manage formative research and pre-testing of culturally relevant communication initiatives and materials to ensure effective and efficient SBC programme delivery. Follow up on the dissemination and utilization of materials.</li> <li>• Provide guidance for programme monitoring and quality assurance at divisional level and evaluate overall C4D programme activities on the basis of applied research.</li> <li>• Lead on and support the development of case studies on innovations, good practices and lessons learned on the use of C4D/SBCC to advance child rights as identified at various level.</li> <li>• Disseminate/share communication research findings and case studies, ensure exchange of experiences and new methods on the use of communication to advance programme goals to government officials, programme and field staff, and other UNICEF partners.</li> </ul>
5.	<p><b>Management and Operational Support</b></p> <ul style="list-style-type: none"> <li>• Support the SBC Section Chief in management, planning, budgeting, implementation and monitoring of the annual/rolling work plan as needed. Monitor/track the use of resources as planned and verify compliance with organizational guidelines, rules and regulations and standards of ethics and transparency.</li> <li>• Provide technical support to C4D and sectoral officers in UNICEF field offices developing contextual C4D strategies, capacity building of local UNICEF partners, partnerships, documentation of innovations and facilitate local advocacy in support of mainstreaming Communication for Development in sectoral programmes.</li> </ul>

- Support the Section Chief to identify, recruit and supervise technical resources and consultants as necessary for the above activities
- Ensure following HACT guidelines by partners. Undertake programmatic visits and submit in timely manner.

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

**EDUCATION & OTHER SKILL:**

An Advanced University Degree in social and behavioral science, sociology, anthropology, public health, communication, or other relevant disciplines.

**WORK EXPERIENCE:**

- Minimum 5 years of professional experience in the field of social development programme planning, management of social and behaviour change communication programmes including several years in developing countries.
- Proven experience in designing and implementation of behaviour change communication strategies and interventions in development and humanitarian context.
- Planning and management of SBC campaigns and program particularly work experience in immunization programme and supplementary immunization activities.
- Working experience and familiarity with the health programme of Ministry of Health and Family Welfare and other relevant ministries will be an asset.
- Preference will be given to candidates who has knowledge and experiences of EPI micro plan, introduction of new vaccine and Measles-Rubella campaign.
- Sound knowledge on different social issues preferably behavioural and social norms related issues, behavioural research, capacity development, and multi-stakeholder partnership issues in the context of Bangladesh.
- Relevant experience in related areas in an UN system or organization is an asset.

**LANGUAGE PROFICIENCY:**

Fluency in English and very good working knowledge of Bangla.

**COMPETENCIES/SKILLS: UNICEF foundational/functional competencies**

**Values**

- Care
- Respect
- Integrity
- Trust
- Accountability

**Core competencies:**

- Nurtures, Leads and Manages People (1)
- 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)

## Child Safeguarding Certification

(to be completed by Supervisor of the post)

Child Safeguarding refers to proactive measures taken to limit direct and indirect collateral risks of harm to children, arising from UNICEF's work or UNICEF personnel. Effective 01 January 2021, Child Safeguarding Certification is required for all recruitments.

<p>1. Is this position considered as "elevated risk role" from a child safeguarding perspective? * If yes, check all that apply below.</p>	<p style="text-align: right;"><input type="checkbox"/> Yes      <input checked="" type="checkbox"/> No</p>
<p>2a. Is this a Direct* contact role?</p> <p>2b. If yes, in a typical month, will the post incumbent spend <u>more than 5 hours</u> of direct interpersonal contact with children, or work in their immediate physical proximity, with limited supervision by a more senior member of personnel.</p> <p><i>*"Direct" 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.</i></p>	<p style="text-align: right;"><input type="checkbox"/> Yes      <input type="checkbox"/> No</p> <hr/> <p style="text-align: right;"><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>
<p>3a. Is this a Child data role? *:</p> <p>3b. If yes, in a typical month, will the incumbent spend <u>more than 5 hours</u> manipulating or transmitting personal-identifiable information of children (names, national ID, location data, photos)</p> <p><i>* "Personally-identifiable information", in this context, means any information relating to a child who can be identified, directly or indirectly, by an identifier like a name, ID number, location data, photograph, etc. This is a "child data role".</i></p>	<p style="text-align: right;"><input type="checkbox"/> Yes      <input type="checkbox"/> No</p> <hr/> <p style="text-align: right;"><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>
<p>4. Is this a Safeguarding response role*</p> <p><i>*Representative; Deputy representative; Chief of Field Office; the most senior Child Protection role in the office; any focal point that the office designated for Child Safeguarding; Investigator (Office of Internal Audit and Investigations)</i></p>	<p style="text-align: right;"><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>
<p>5. Is this an Assessed risk role*?</p>	<p style="text-align: right;"><input type="checkbox"/> Yes      <input type="checkbox"/> No</p>

<i>*The incumbent will engage with particularly vulnerable children<sup>1</sup>; or Measures to manage other safeguarding risks are considered unlikely to be effective<sup>2</sup>.</i>	
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<sup>1</sup> Common sources or signals of additional vulnerability may include but are not limited to: age of the child (very young children); disability of the child; criminal victimization of the child; children who committed offences; harmful conduct by the children to themselves or others; lack of adequate parental care of the children; exposure of the children to domestic violence; a humanitarian context; a migrant (refugee/asylum-seeking/IDP) context. No 'baseline' vulnerability will be set. Hiring Managers will need to use judgment, taking into consideration the implications that follow from an assessed risk role (additional vetting scrutiny, training).

<sup>2</sup> i.e. the role-risk will be compounded by other residual risks.