

**UNICEF Mexico Country Office  
Temporary Appointment  
Terms of Reference [TOR]**

<b>Post Title</b>	<b>Social &amp; Behaviour Change Specialist</b>	<b>Post Level</b>	P-3
<b>Supervisor's title</b>	Deputy Representative, Programme	<b>Supervisor's Level</b>	P-5
<b>Contract duration</b>	364 days	<b>Duty Station</b>	Mexico City

**JOB 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 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.

Social and Behaviour 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, with the aim of engaging them and increasing their influence in the design of solutions for sustainable behavior and social change. 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 behavioural science, service delivery improvement, systems strengthening and policy advocacy and social mobilization to advance child rights, survival, development, protection and participation.

For information on the work of our organization in Mexico, please visit our website: [UNICEF Mexico](#) and check out our results delivered in the country last year: [Informe Anual 2022: Acciones de UNICEF](#)

**KEY FUNCTIONS, ACCOUNTABILITIES AND RELATED DUTIES AND TASKS**

The Social and Behavior Change Specialist reports to the Deputy Representative for general guidance and supervision. S/he 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. 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 in improving children’s rights, survival and wellbeing in the country. The main functions of the position are:

1. **Generate & Use Evidence:** 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.
2. **Design, plan and implement:** 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.
3. **Advocate & Build Partnerships:** Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.
4. **Build Capacities:** Promote continuous learning, strengthening, and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

**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.**

- In collaboration with sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, design and conduct SBC situation analyses and formative research that identify social and behavioral drivers; initiate, commission, manage and/or utilize qualitative and quantitative research on social and behavioral drivers that include behavioural analysis, human centred design, social listening, behavioural insights, participatory research and/or RCT.
- Establish community feedback mechanisms and use feedback to inform community engagement and SBC actions for disaster preparedness, response, recovery and resilience. Generate and use SBC evidence, data, and assessments for disaster preparedness, response, recovery and resilience.
- Develop terms of reference, research tools, frameworks and protocols for generating evidence to inform SBC initiatives and apply tools, methodologies and frameworks for data collection, tracking, monitoring and reporting and disseminating SBC results.
- Conduct and/or participate in country programme monitoring and evaluation exercises and make recommendations on workplan revisions based on the results.
- Develop and manage relationships with external partners, vendors and consultants for research and evidence generation and support of SBC.

**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.**

- In collaboration/consultation with UNICEF sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, develop, implement and monitor evidence based SBC strategies and activities, in line with global standards and UNICEF priorities and approaches.
- In collaboration/consultation with UNICEF sectoral and cross-sectoral colleagues and implementing partners, select appropriate SBC activities and platforms for engagement, ensuring quality and integration of the latest evidence and science-backed approaches. In this process, oversee coordination with SBC stakeholders and partners to align plans and activities.
- Identify, propose and implement evidence-based programme/strategy recommendations from current data, evidence and trends for priority social and behavioral issues and ensure

the integration of latest innovative approaches and technology in SBC in programme approaches and advocate for their adoption among internal and external stakeholders.

- Apply the above skills of designing, planning, implementing and monitoring of community engagement and SBC interventions in the context of humanitarian emergencies.
- Make viable recommendations on inclusion of community engagement and social and behavioural approaches in sectoral work plans and strategies. Advocate for the inclusion of community engagement and social and behavioral approaches in sectoral workplans based on active participation in sectoral programme planning and reviews and viable recommendations for the integration of SBC.

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

- Represent UNICEF's interests in partnerships and manage development of and progress against joint project agreements with relevant partners; represent the UNICEF CO and SBC Section in national and international level fora and among partners as relevant and necessary.
- Collaborate with national, regional and/or global partners to link and coordinate SBC approaches.
- Cultivate resource mobilization opportunities and produce proposals, reports and other materials to support resources mobilization. Contribute to mobilizing human resources for SBC, including staff, consultants and external vendors.
- Identify, recruit and supervise consultants, vendors and other technical expertise to support delivery of SBC activities. Plan, use and track the use of resources and verify compliance with organizational guidelines and standards.
- Contribute to financial planning, budget planning and tracking and financial management for SBC.
- Identify, disseminate, and adopt best practices and innovative approaches and technology in SBC, integrate them in programme approaches and support SBC and sectoral teams in implementing them.
- Advocate internally and externally for integration of SBC in national systems, in the country programme, and in sectoral plans.
- Coordinate with stakeholders and partners for the implementation of community engagement and SBC in humanitarian actions.

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

- Identify, design, and organize SBC training materials and opportunities for staff and partners, including on new approaches such as behavioural analysis, behavioural insights, human-centered design, social listening, and social accountability mechanisms. Develop and/or use and adapt existing UNICEF learning resources, guidelines and training materials to build SBC capacity among staff, implementing partners and relevant government and non-government counterparts.
- Develop and institutionalize best practices, facilitate the exchange of experiences and provide technical assistance for the uptake of new SBC methods and knowledge internally and externally.
- Plan and implement SBC capacity assessments within the CO.
- Identify and mobilize resources to support capacity development internally and externally and provide SBC technical support and capacity building to government counterparts.
- Initiate and manage partnerships with academia and learning institutions for the delivery of SBC capacity development activities.
- Identify and develop mechanisms to strengthen systems for community engagement in humanitarian contexts.
- Develop and/or adapt capacity development tools and activities for humanitarian programming with a focus on preparedness, response and recovery.

DELIVERABLES / OUTPUT	
<ul style="list-style-type: none"> <li>• SBS strategy for UNICEF Mexico developed with strong engagement of all program sections and field staff, as well as the government and non-government stakeholders</li> <li>• Sector-specific SBC strategies developed for each one of the program areas (health and nutrition, education, child protection, and social policy)</li> <li>• SBC strategies for each field office (Chiapas, Chihuahua, Baja California) drafted with field offices and subnational stakeholders</li> <li>• SBC 2024 annual work plan prepared based on the AWP of program areas and field offices</li> </ul>	
REQUIRED QUALIFICATIONS	
<b>Education</b>	<ul style="list-style-type: none"> <li>▪ An advanced university degree (Master’s or PhD), preferably in one of the following fields is required: Economics, Public Policy, Social Sciences, International Relations, Political Science, or another relevant technical field.</li> </ul>
<b>Work Experience</b>	<ul style="list-style-type: none"> <li>▪ A minimum of five years of professional experience in one or more of the following areas is required: social development programme planning, social and behavior change, communication for development, public advocacy, social sciences research.</li> <li>▪ Relevant experience in a UN system agency or organization is considered as an asset.</li> <li>▪ Previous supervisory experience is a strong advantage.</li> </ul>
<b>Languages</b>	<ul style="list-style-type: none"> <li>▪ Fluency in English.</li> <li>▪ Proficiency (Advanced level) in Spanish is required, but complete fluency is preferred.</li> </ul>
UNICEF VALUES AND COMPETENCY REQUIRED (BASED ON THE UPDATED FRAMEWORK)	
<p>Core values of care, respect, integrity, trust, accountability and sustainability (CRITAS).</p> <p>UNICEF competencies required for this post are:</p> <p>(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 (8) <i>Nurtures, and, leads and manages people.</i></p> <p><a href="#">UNICEF is committed to diversity and inclusion within its workforce</a>, and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of the organization.</p> <p>We offer a <a href="#">wide range of benefits to our staff</a>, including paid parental leave, breastfeeding breaks, and reasonable accommodation for persons with disabilities. UNICEF strongly encourages the use of flexible working arrangements.</p>	

UNICEF has a zero-tolerance policy on conduct incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority, and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.