



FOR COMPLETION BY REQUESTING DEPARTMENT

Post/Case No: 64946	Establishment of a New Post: <input type="checkbox"/>	Upgrade/Downgrade of an Existing Post: <input type="checkbox"/>	Change in Title of an Existing Post: <input type="checkbox"/>	Change in Reporting Line of an Existing Post: <input type="checkbox"/>	JD not classified for over five years: <input type="checkbox"/>
Department/Field Office: Myanmar Country Office		GJP Official Title: Communication Officer			GJP Grade: NO 01
Organizational Title Request: (if any)					
Section: Advocacy, Partnership and Communication Section					
Unit:			Duty Station: Yangon (position will relocate to Nay Pyi Taw in the near future), Myanmar		
(Please attach a current organization chart clearly identifying GJP post assignment and clearly indicating supervisory responsibilities if applicable)					
Basic Purpose of Position (please outline what does this position contribute to achieving the overall goals of the unit/section in 3-4 lines or less): Under the direct supervision of the P3 Communication Specialist and general guidance of the Chief of Section, assists in the planning, implementation, and evaluation of an advocacy and communication strategy, to promote children's rights in Myanmar.					
Key Results Expected (only if in addition to what is on the GJP, please indicate in bullet format 3-5 key activities performed by the position):					
<ul style="list-style-type: none"> Media relations: Expand media partnerships in Myanmar to obtain increased media coverage of UNICEF advocacy priority issues. Maintain and update a database of international, national, and ethnic media; build relationships with journalists & media outlets. Mobilise print and broadcast media: as an advocacy force to promote public awareness and action on key child rights concerns by: pitching stories to the media; organizing press conferences and media field visits; following up on queries from local media Expand social media to promote public awareness and debate on key child rights concerns and to build a constituency of support including managing UNICEF Facebook account and responding to comments. Develop regular digital contents and plan and execute digital campaigns. Monitor UNICEF digital channels including Facebook and Twitter and provide responses to queries. Utilise digital tools to assess public sentiment on issues affecting children. Communication products: Support in producing and disseminating: press releases, human interest stories and other communication products to support the country office communication strategy, regional and global campaigns and priorities, and resource mobilization. Monitor print, broadcast and social media on a daily basis: provide daily updates for the office on news items of relevance to UNICEF as well specific coverage of stories UNICEF has pitched to the media. 					
Supplemental Recruitment Requirements (additional to those contained in the GJP only):					
<ul style="list-style-type: none"> Fluent in Myanmar national language (written and spoken) 					
Signature: The following attest to the accuracy of the above statements and to the valid management need for this position and the association of the attached GJP:					
Title:		Name:	Signature:	Date:	
Supervisor:	Guy Taylor	Chief Advocacy and Policy			
Head of Office:		Representative			

FOR COMPLETION BY DHR ONLY

APPROVED: ☐

NOT APPROVED: ☐

Title:	Name:	Signature:	Date:
Comments:			

JOB TITLE: <u>Communication Officer</u> JOB LEVEL: NOA REPORTS TO: <u>P3 Communication Specialist;</u> <u>90712</u> LOCATION: Yangon (position will relocate to Nay Pyi Taw in the near future)	JOB PROFILE NO.: 64946 CCOG CODE: _____ FUNCTIONAL CODE: <u>EI/P-1</u> JOB CLASSIFICATION _____
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PURPOSE OF THE JOB
Assists in planning, implementing, monitoring and evaluating an advocacy and communication strategy to get children's and women's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives in the country, and enhance the organization's credibility and brand.

KEY END-RESULTS

- Communication strategy:** The production of communication products and materials are timely executed 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.
- Media relations:** Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.
- Monitoring and evaluation:** Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Results and reports are prepared and shared on a timely basis.
- 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.

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.

- Communication materials**
Ensure that the production of communication products and materials is timely executed 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.
Duties & Tasks
 - Implement the tasks in the country communication work plan and strategy as assigned.
 - Gather content and coverage of relevant country efforts to identify effective relevant country programme activities and results. Develop complementary, country specific and local community materials and activities.

- Support the production of communication materials (e.g. briefing notes, images, video, web pages etc.) that meet the 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.
- Maintain an up-to-date documentation centre for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc.
- Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities;
- Recommend established contacts, networks, resources and processes to support communication activities.

2. Media relations

Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.

Duties & Tasks

- Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of 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 them.
- Assist in collaborating with the media through activities such as 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 media materials. Maintain a library of coverage (clippings, coverage etc.)

3. Monitoring and evaluation

Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared on a timely basis.

Duties & Tasks

- Assist in 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 maintain a positive image for the organization.
- Assist in providing feedback to DOC 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.

4. Celebrities, partners and special events

Ensure that the Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), are 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.

Duties & Tasks

- Help organize and generate public support for special events and activities to promote country programme goals.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of 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 1

- Report to Communication Specialist/Chief of Communication (Level 4) in a medium-size area or country office of \$-- million throughput.
- Operate in the context of a medium-sized country office or an area office.
- Accountable for professional technical support for communication programme implementation.
- Work under the close supervision of the Communication Specialist/Chief of Communication. The supervisor defines the parameters of assignments and outline

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.

approaches to problem areas. Carry out research to collect facts and data analysis in accordance with the established procedures and methodology. Work is reviewed while in progress, and upon completion.

- Incumbent operates within rules and regulations, and makes technical recommendations to supervisor when a deviation from guidelines/procedures is required.
- Level 1 job requires the same technical research and analysis as those of the Level 2 for presentation/reporting of facts, while the Level 2 job conducts research and analysis with evaluation component.
- The Level 1 is the entry level for the Professional category, and incumbent is expected to consult supervisor and receive guidance on major and technical issues.

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

1. Education

University degree in Communications, Journalism, Public Relations or [related field](#).

2. Work Experience

One year practical professional work experience in communication, print and broadcast media, or interactive digital media.

International and national work experience (for IP). Field work experience (for NO)

Background/familiarity with emergency situations.

3. Language Proficiency [I]

Fluency in English and another UN language.

Knowledge of the local working language of the duty station is an asset.

4. (i) Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability

ii) Core Competencies (For Staff without Supervisory Responsibilities)

- 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)

(iii) Functional Competencies (Required)

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|---|--------------------------------------|
| • Formulating Strategies and Concepts [I] | • Relating and Networking [I] |
| • Persuading and Influencing [I] | • Applying Technical Expertise [I] |
| • Learning and Researching [II] | • Planning and Organizing [II] |

(iv) Technical Knowledge [I]

a) Specific Technical Knowledge Required (for the job) [I]

(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) [I]

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.
- 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) [II]

- 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.