

UNITED NATIONS CHILDREN'S FUND
SPECIFIC JOB PROFILE



I. Post Information

Job Title: **Communication Associate**
Supervisor Title/ Level: **Communication Specialist P3**
Organizational Unit: **Communications Section**
Post Location: **Freetown, Sierra Leone**

Job Level: **G6**
Job Profile No.:
Job Classification Level: **G6**

II. Strategic Office 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.

Strategic office context:

The position is housed in the Communication Section led by the Communication Specialist under the country programme structure. The country programme 2020-2024 aims to achieve a sustainable and equitable impact to improve the well-being of all children in Sierra Leone. This will only be achieved by engaging all key stakeholders for child rights, through effective public advocacy, expanded partnerships to leverage government and non-governmental support, capacity, resources and action, for the realization of child rights.

Purpose for the job:

Under the supervision of the Communication Specialist, the incumbent is accountable for a number of communication and administrative functions to support and facilitate communication and public advocacy work for the Communication Section as well as office-wide to enable UNICEF Sierra Leone to be a leading voice for children.

III. Key functions, accountabilities and related duties/tasks:

Summary of key functions/accountabilities:

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. Administrative and logistical range of procedural, administrative, operational and financial tasks to help develop, implement and monitor the SLCO country programme

- Manage the communication and visibility requests from sections and FOs for communication-related services including photography, videography and printing services.
- Manage the office LTAs on photography, videography, design and printing services
- Support donor visibility tracking and monitoring.
- Facilitating the processing of contracts for consultants, vendors and external partners that support the office in programme delivery. This includes preparing and filing documents, completing necessary forms and templates, uploading TOR's in VISION, and making necessary logistical arrangements. Keeps vendor lists, partners, and consultant rosters up-to-date.
- Collecting and reviewing invoices, contracts and other filing documents for approval and thereafter processing in VISION and with other sections.
- Preparing and maintaining records, documents and control plans for the monitoring of project/programme implementation and financial expenditures.
- Supporting the management of administrative supplies and office equipment.
- Maintaining office calendar and arranging meetings. Taking minutes of meetings and keeping the correspondences of the team well organized.
- Providing travel assistance to staff members in the section for travel arrangements and entitlements according to the organization's rules and policies and best practices.
- Maintaining and updating a system for leave and attendance records of staff.
- Preparing and maintaining records pertaining to programme planning and development for his/her respective section.
- Carrying out transactions in VISION ensuring programme results, activities and programme coding are as per annual work plans (AWPs) and makes amendments and alterations as per section revisions when necessary.
- Supporting section activities, meetings and conferences by making the logistical arrangements, through engaging with facilitators, caterers and hosts; arranging times through liaising with participants over availability; liaising with budget focal points and section over costs and needs; and preparing background materials for participants.

2. Media and Social Media Monitoring

- Daily media and social media monitoring and evaluation of the use and effectiveness of media materials.
- Maintain a library of coverage (clippings, coverage etc.).
- Elaborate monthly reports to monitor the progress on media presence to determine trends and to inform communications efforts.
- Circulating an internal daily media monitoring report.
- Fact-checking and related research work for stories and other content.

- Maintaining and updating media and subscription mailing lists for the Section and assisting in distributing various information products.
- Performing additional tasks that may be assigned by the Head of the Section.

3. Content creation of communicational materials

- Implement the tasks in the country communication work plan and strategy as assigned.
- Support gathering content and coverage of relevant country efforts to identify effective relevant country programme activities and results and develop communication materials and activities.
- Assist in the designing and production of communicational materials (e.g. briefing notes, fact sheets, etc.) that meet the country and global standards as set out in the Communication Toolkit.
- Gathering and maintaining execution of enhanced news delivery strategies and web and digital content production.
- Maintaining a digital photo library and assisting in web and digital content production including the editing of photos, videos and infographics for digital platforms.
- 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.
- Assist in the establishment of contacts, networks, resources and processes to support communication activities.
- Monitor and evaluate the appropriate and timely dissemination of communication materials to target audiences. Monitor and evaluate the use and effectiveness of media materials.
- Conduct high-quality translation of documents from Krio to English with knowledge of sensitivities and specifics of local context.

4. Events Management and Field Support

- Support implementation of communication campaigns and activities.
- Provide effective and timely assistance during campaigns and special events.
- Develop ideas and plans for implementation for events and activities including social media campaigns around CO priorities.
- Work with sections on input and joint activities with a special focus on adolescents and youth.
- Help organize and generate public support for special events and activities to promote country programme goals.
- Effective and timely assistance and support are provided in planning and implementing events and campaigns in Sierra Leone, to communicate the story of UNICEF's work to a wider audience.
- Assist in organizing activities such as project site visits, press conferences, one on one interview.
- Assist in the implementation and monitoring of media campaigns and events for awareness raising, advocacy and fundraising campaigns.

IV. Impact of Results

Support provided for the communication team to get children's and women's issues into the public domain, support the implementation of the UNICEF Sierra Leone country programme 2020-2024 and enhance the organization's credibility and brand as the leading voice for children.

V. Competencies and level of proficiency required

Core Values required

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

Competencies required

- 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)