



JOB PROFILE

I. Post Information

Job Title: Communication Specialist
(Strategic Storyteller)

Supervisor Title/ Level: Senior Innovation
Advisor, Learning Hub – P5
Organizational Unit: 2820
Post Location: Helsinki, Finland

Job Level: P3
Job Profile No.:
Job Classification Level:

II. Organizational context and purpose of the job

UNICEF has a 70-year history of innovating for children. We believe that new approaches, partnerships, and technologies that support the realization of children's rights are key to improving children's lives.

Worldwide, we innovate to tackle the most pressing problems faced by the most vulnerable children. We take a systematic approach to innovation, applying skills and energy across new tools and technologies, products, innovative financing, and new ways of working to boost our impact.

The Office of Innovation (OOI) is a creative, unique, and agile team in UNICEF. We sit at a unique intersection, where an organization that works on huge global issues meets the startup thinking, the technology, the tools, the know-how and the partners that turn ideas and energy into scalable solutions for children

As part of OOI expansion, the **Learning Innovation Hub** has recently been established in Helsinki with the mission to radically transform education around the world by making it a wonderful adventure for every child. Working with corporates and nonprofit partners, the Learning Innovation Hub supports governments in accelerating access to digital learning; invests from pilot to scale on game-changing edtech innovations and explores how new innovative pedagogies and technologies can create environments where children can learn, unleash their unique talent, and become true entrepreneurs of their life. It is part of Reimagine Education initiative and has the bold ambition to become a global "home for the architects of the future of learning"

How can you make a difference?

You will work under the direction of the **Head of Learning Innovation Hub (P5)** and in close collaboration with the **Partnership Specialist (P3)**. **This position will also be matrix-managed by the Communication Manager (P4)**. Given we are at the startup phase, you will be a founding member of a fast-paced and multi-disciplinary team and be required to undertake a range of different areas of strategic support to the Office of Innovation.

You will oversee Learning Hub external and internal communications to strategically position the Learning Hub as global leader in transforming education; help attract new partners to the initiative and keep existing donors and partners informed of its progress with creative and strategic storytelling. To achieve this, the Communications Specialist will need to have a high level of familiarity with the innovation, technology, and entrepreneurship/business space, as well with the nuance and particularities of Education sector and have experience bridging the public and private sector at the highest level.

Working in close collaboration with OOI Communication team based on Stockholm, the primarily role of the Communications Specialist is to actively seek out opportunities to promote Learning Hub in the media, public events and various UNICEF channels ensuring that the image, brand, and visibility of the Learning Hub work is amplified to its target audience.

Your main responsibilities will be:

- Develop and implement communication strategy and associated work in line with the Learning Innovation Hub mission and objectives
- Crafting the Learning Hub narrative and maintenance of Communications Portfolio
- Create and manage content for various communication channels, including websites, social media, newsletters, press releases, and other relevant platforms
- Ensure clear and consistent messaging across all internal and external communications
- Coordinate and collaborate with cross-functional teams to gather information and develop compelling stories, articles, and other communication materials
- Monitor and analyze communication activities, assess their effectiveness, and make recommendations for improvements.
- Build and maintain media and external relations
- Coordinate and organize events, conferences, and other communication-related activities
- Provide guidance and support to colleagues on communication-related matters.

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

Under the direction of the Head of Learning Innovation Hub (P5) and in close collaboration with the Partnership Specialist (P3), you will be responsible for:

- **Develop and implement communication strategy and associated work in line with the Learning Innovation Hub mission and objectives:**

- Design communication strategy and workplan, with clear objectives; target audience; powerful messages and storytelling (internal and external audiences) and key moments and events.
- Coordinate with OOI Communication team to share best practices; strategize on creative ways to communicate the work of the Learning Innovation Hub and ensure timely execution and alignment with overall OOI communication strategy.
- Collaborate with other UNICEF communication advisers, e.g., in countries, regions, HQ and National Committees, for team inputs and reflections as well as effective overall coordination for impact.
- Implement the communication plan, monitoring progress and making adjustments as needed.

Crafting the Learning Hub narrative and maintenance of Communications Portfolio

- Make Learning Innovation Hub narrative even clearer and engaging. Position the hub across key public and private partners with a fresh authentic voice within the crowded space of education and digital learning hype.
- Build the Learning Innovation Hub communication assets portfolio covering both messaging and visuals. Source and manage external technical support of editors, writers, filmmakers, designers, etc. when appropriate.
- Conduct research and stay updated on industry trends and best practices in communication to identify opportunities for innovation and improvement.

- **Create and manage content for various communication channels, including websites, social media, newsletters, press releases, and other relevant platforms.**

- Generate engaging and informative content such as articles, blog posts, social media updates, and videos.

<ul style="list-style-type: none"> - Ensure content is accurate, consistent with the Learning Innovation Hub strategy and messaging, and tailored to specific target audiences across internal and external channels. - Manage content calendars and schedules for different communication channels. - Monitor and respond to comments, messages, and inquiries on social media platforms in coordination with OOI Communication Team.
<ul style="list-style-type: none"> • Ensure clear and consistent messaging across all internal and external communications <ul style="list-style-type: none"> - Develop and maintain communication guidelines and style guides to ensure consistency in messaging, tone, and visual identity. - Review and edit communication materials to ensure clarity, accuracy, and adherence to brand guidelines. - Provide guidance and support the team to ensure their communications align with the Learning Innovation Hub’s messaging and standards (including presentations, talking points for senior team members, promotional materials, public-facing reports, online content, social media updates, and media inquiries)
<ul style="list-style-type: none"> • Coordinate and collaborate with cross-functional teams to gather information and develop compelling stories, articles, and other communication materials. <ul style="list-style-type: none"> - Liase and collaborate with cross-functional teams to gather information and drive the creation of stories that show the Learning Innovation Hub work in action. Help get them exposed to the light. - Conduct interviews and research to develop engaging stories and articles. - Source and coordinate designers, photographers, and videographers to create visually appealing and engaging content.
<ul style="list-style-type: none"> • Monitor and analyse communication activities, assess their effectiveness, and make recommendations for improvement. <ul style="list-style-type: none"> - In coordination with OOI Communication team, monitor key communication metrics such as website traffic, social media engagement, and media coverage. - Conduct surveys, interviews, and focus groups to gather feedback from target audiences. - Analyze data and feedback to evaluate the impact and effectiveness of communication initiatives.

<ul style="list-style-type: none"> - Identify trends, patterns, and opportunities for improvement and make recommendations accordingly.
<ul style="list-style-type: none"> • Build and maintain media and external relations <ul style="list-style-type: none"> - In coordination with OOI Communication Team, UNICEF's Media team and UNICEF's National Committees, help to build and maintain relationships with various international and national media outlets to promote Learning Innovation Hub work. Act as the primary point of contact for media inquiries and interview requests. - Identify opportunities to promote the Learning Innovation Hub and influence audiences at public events, providing briefing material for senior representatives and amplifying event-related content - Prepare key messages and talking points for media interviews and coordinate and facilitate interviews with relevant organizational representatives. - Provide timely and accurate responses to media inquiries and maintain positive media relationships. - Keep finger on the pulse of Learning Innovation Hub related news and providing regular updates/briefings on relevant news stories, trends, and technology / government partners' work
<ul style="list-style-type: none"> • Coordinate and organize events, conferences, and other communication-related activities <ul style="list-style-type: none"> - Plan and execute communication-related events such as press conferences, product launches, or webinars. - Coordinate logistics, including venue selection, invitations, catering, and audiovisual requirements. - Develop event-related communication materials such as presentations, press kits, and promotional materials. - Monitor and manage event budgets and timelines.
<ul style="list-style-type: none"> • Provide guidance and support to colleagues on communication-related matters. <ul style="list-style-type: none"> - Act as a resource person for colleagues seeking guidance on communication strategies and tactics. - Review and provide feedback on colleagues' communication materials and initiatives. - Foster a collaborative and supportive communication culture within the organization.

IV. Impact of Results

- Report to Head of Learning Innovation Hub (P5)
- Accountable for a communication strategy design and development, workplan formulation, planning, and implementation, based on UNICEF's rights- and results-based management approach and a clear ambition to brand build UNICEF as the most innovative not-for-profit organization in the world.
- Manage and deliver goals, objectives, and results of communication portfolio in the context of the Learning Innovation Hub dynamic broad range of activity, including creations of global moments/events/processes that would underpin and support the Strategy's ambition, including powerful and engaging story telling for internal and external audiences especially using social and other web media.
- Make timely, sound and creative recommendations on communication policy and strategy based real-time analyses and opportunities.
- Promote the Learning Innovation Hub work in line with the goals of UNICEF through active internal and external relations communication, advocacy, and team participation and dialogue. Work closely with Partnership Specialist and OOI Communication Manager, the Learning Hub Team and others on relations with media and public and private partners.
- Manage media relations as per established strategies and procedures.
- Responsible for the planning, implementation, monitoring, and evaluation of communication strategies/activities.

V. Competencies and level of proficiency required

UNICEF's Core Values of Care, Respect, Integrity, Trust and Accountability underpin everything we do and how we do it. Our Values Charter: <https://uni.cf/UNICEFValues>

View our competency framework at

http://www.unicef.org/about/employ/files/UNICEF_Competencies.pdf

Core Values attributes

- Care
- Respect
- Integrity
- Trust
- Accountability

Core competencies skills

- Innovates and embraces change (Level 3)
- Drive to achieve results for impact (Level 2)
- Builds and maintains partnerships (Level 2)
- Thinks and acts strategically (Level 2)
- Works collaboratively with others (Level 2)

VI. Recruitment Qualifications	
Education:	<p>Advanced university degree in Communication, Journalism, Public Relations.</p> <p><i>(*A first University Degree combined with a total of 7 years of professional experience may be accepted in lieu of an Advanced University Degree in the field of journalism, communications, external relations, public affairs, public relations, or corporate communications.)</i></p>
Experience:	<ul style="list-style-type: none"> - A minimum of 5 years of professional experience in communication (advocacy, print, broadcast, and/or new media) demonstrating creative and ambitious brand building and powerful story telling about innovation or technology is required (especially using social and other web media) - A strong track record of crafting clear, inspiring, and persuasive stories about complex concepts. Excellent verbal communication, and perfect (error-free) writing and editing skills are required. - Visual design skills and excellent attention to detail, to make visually appealing communication materials including websites, social media, newsletters, and other platforms is required. - Significant experience working with international print and broadcast media, preferably with a tech/innovation perspective. Experience in crafting and/or implementing communications strategies in either public or private sector is required. - Advance graphic design skills and video editing skills are an asset. - Ability to thrive in a fast-paced and dynamic environment. - Outstanding communication, teamwork, and interpersonal skills; team-first mentality. - Experience working with technology, education and innovative solutions is an asset.

	<ul style="list-style-type: none">- A demonstrable history in taking initiatives especially in engaging partners and collaborators.
Language Requirements:	Fluency in English is required. Knowledge and fluency of another UN language is an asset.