

## UNITED NATIONS CHILDREN'S FUND

### GENERIC JOB PROFILE

<b>JOB TITLE:</b> <u>Regional Chief of Communication &amp; Advocacy</u> <b>JOB LEVEL:</b> <u>P- 5</u> <b>REPORTS TO:</b> <u>Regional Director</u> <b>LOCATION:</b> <u>Kathmandu, Nepal</u>	<b>JOB PROFILE NO.:</b> 60000054 <b>CCOG CODE:</b> <u>1. A.08</u> <b>FUNCTIONAL CODE:</b> <u>COM</u> <b>JOB CLASSIFICATION</b> _____
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**Background**

The Regional Chief of Communication & Advocacy provides leadership and technical oversight in support of driving long-lasting change for children in South Asia through advocacy and communication. In a region in demographic and economic transition, ROSA focuses particularly on leveraging UNICEF's unique convening power to bring together leaders around the child rights agenda, leveraging evidence generation to drive bold, data-driven public advocacy and communications, enhancing its audience-led approach to building digital reach and engagement, tapping into the demographic dividend and harnessing the power and authenticity of youth-led advocacy, and engaging and connecting the intrinsic passion, commitment, and talents of UNICEF personnel. The Regional Chief of Communication & Advocacy also provides leadership on UNICEF positioning and messaging on large-scale emergencies and climate-induced disasters in South Asia.

**PURPOSE OF THE JOB**

The Regional Chief of Communication & Advocacy is accountable for developing, implementing, managing, and monitoring a regional advocacy and communication strategy and associated products, partnerships, and activities. Support resource mobilization, global priority, and campaign initiatives, especially those of importance to the work of the National Committees. Advise, provide guidance, and build communication capacity of staff and others throughout the region. Coordinate and guide regional monitoring and evaluation of communication. Provide recommendations on global, regional, and country communication policy development, support and advocacy, and communication activities.

**KEY END-RESULTS**

- 1. Communication strategy:** The Regional Office has a clear, regional communication strategy to get children's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives; Awareness, understanding, support and respect for children's and women's rights are effectively promoted; UNICEF's work for children's rights are kept on the policy agenda; and the organization's credibility and brand are enhanced.
- 2. Capacity building and support:** Regional policy guidance, advice and technical support are provided to country offices in the area of communication on an ongoing basis. Opportunities to build communication capacity among country communication staff, other colleagues, media and other relevant partners are regularly identified and addressed.
- 3. Resource mobilization support:** Regional support and response to global and country level fund-raising activities are effectively provided and co-ordinated, ensuring DOC, GRO, National Committees and country offices receive required advice and support.
- 4. Monitoring and evaluation:** Effective advice is provided to country communication teams for monitoring and evaluating their communication activities; regional communication strategies and activities are monitored and evaluated; regional results

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and lessons learned are identified, collated and shared with communication colleagues in the region and DOC in a timely manner. Opportunities for continuous improvement in communication efforts are identified and shared.

- 5. Networking and partnerships:** New ways are identified to increase positive exposure and leverage that achieve prominence to new opportunities for UNICEF among a range of organizations, media and high-profile individuals whose recognition level/influence extends beyond national borders. Close coordination and partnership are maintained with DOC, GRO, National Committees and country offices to extend their impact and use in a sub-region, region or globally. Effective participation is made in the planning, implementation, materials and logistics of visits of Goodwill Ambassadors, National Committees etc.
- 6. Global priorities and campaigns:** Opportunities are identified for the region to support UNICEF's global communications priorities, campaigns, and partnerships.
- 7. Management:** The human resources (the communication team) and financial resources (budget planning, management, and monitoring) for the region's communication are both effectively managed and optimally used.
- 8. Advisory support and communication for strategic results:** Develops communication approaches and guidelines, including those most effective for gender mainstreaming across all programmes.

### 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.*

#### 1. Communication strategy

***Ensure that the Regional Office has a clear, regional communication strategy to get children's issues into the public domain and strengthen political will in support of UNICEF's mission and objectives; Awareness, understanding, support, and respect for children's and women's rights are effectively promoted; UNICEF's work for children's rights are kept on the policy agenda; and the organization's credibility and brand are enhanced.***

#### Duties & Tasks

- Develop, maintain and update the regional advocacy and communication strategy and associated work plan. Strategy and work plan include an environmental and stakeholder assessment; objectives; target audiences, messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact, success and opportunity for improvement; ongoing refinement of the strategy.
- Draw on extensive strategy development experience and ensure optimum leverage and impact of communication activities on programme, policy and advocacy activities. UNICEF's rights- and results-based programming approach should be appropriately reflected in the communication strategy, work plan and products. Strategy and work plan should incorporate and reflect key priorities and processes.
- Monitor and evaluate regional communication strategy and policies. Ensure adequate

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and ongoing assessment of trends, social and political change and public interest. Factor these environmental variables back into communication strategy and refining its execution.

- Keep abreast of developments in the field of communication/advocacy in the region and at headquarters. Provide and coordinate regional contributions and recommendations in connection with the development and implementation of global policies and strategies.
- Maintain close coordination with Regional Communication Advisers and HQ Communication Officers for effective overall collaboration in communication strategy.

### 2. Capacity building and support

***Ensure that regional policy guidance, advice and technical support are provided to country offices in the area of communication on an ongoing basis. Opportunities to develop communication capacity among country communication staff, other colleagues, media and other relevant partners are regularly identified and addressed.***

#### Duties & Tasks

- Provide technical support to the design, implementation, monitoring and evaluation of communication plans through regular visits to country offices and provide feedback to regional management teams and the regional director. Advise UNICEF management, colleagues and staff at regional and country level on communication strategy and implications for action and policies proposed.
- Identify and maintain a network of external technical resources to assist country offices in developing and implementing communication activities, including producing materials. Facilitate inter-office technical support where feasible.
- Organize regular meetings of communication staff to exchange experience, and facilitate training activities (workshops, seminars, orientation courses, training modules, on-the-job training) to update professional skills, especially of national officers, and build their capacity to undertake communication activities. Focus especially on strengthening the capacity of staff in countries facing emergencies which have special and urgent communication needs.
- Build the communication capacity in country offices to independently produce, transmit and distribute content in multiple media formats – print, photos, audio, video, web etc. – for local and global use, adhering to the quality standards and production guidelines set by DOC.
- Assist Programme Communication efforts in the region by advising on the development of communication tools and/or strategies, as requested.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing.

### 3. Resource mobilization support

***Regional support and response to global and country level fund-raising activities are effectively provided and coordinated, ensuring DOC, GRO, National Committees and***

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***country offices receive required advice and support.***

#### **Duties & Tasks**

- Develop, establish, implement, manage, monitor and evaluate regional communication strategies and policies to promote corporate resource mobilization activities.
- Contribute to identifying opportunities and the development and production of materials to support global initiatives.
- Develop, deploy and mobilize communication capacity within the region to support and gather/facilitate the gathering of content and coverage of relevant country efforts that support national and global resource mobilization efforts. Use the opportunity to identify and draw attention to effective relevant programme activities and results.
- Ensure regular communication and co-ordination with relevant communication focal points in DOC and GRO.

#### **4. Monitoring and evaluation**

***Ensure that effective advice is provided to country communication teams for monitoring and evaluating their communication activities; regional communication strategies and activities are monitored and evaluated; regional results and lessons learned are identified, collated and shared with communication colleagues in the region and DOC in a timely manner. Opportunities for continuous improvement in communication efforts are identified and shared.***

#### **Duties & Tasks**

- Establish communication baselines against which the objectives of the regional communication strategy are regularly evaluated and adjust the strategy as necessary. Conduct timely and accurate monitoring and evaluation activities and analysis to continuously improve the effectiveness of the regional communication strategies, approaches and activities. Prepare and share results and reports with RMT, relevant country communication offices and DOC on a timely basis.
- Provide technical support to country communication teams to establish appropriate baselines and undertake regular monitoring and evaluation of their communication strategies. Collate and keep track of progress, good practices and lessons learned and facilitate information sharing and capacity building across the region. Share key findings with DOC and others in a timely manner so best practices and insights can benefit UNICEF's communication work.
- Identify need for and conduct major research; collect and analyse data and prepare reports on key communication issues and activities in the region for strategic communication, as well as reporting purposes. Share key findings with DOC and others in a timely manner.
- Identify and develop new approaches and methodologies for monitoring and evaluating communication activities.

#### **5. Communication, networking and partnerships**

***Ensure that new ways are identified to increase positive exposure and leverage that***

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***achieve prominence to new opportunities for UNICEF among a range of organizations, media and high-profile individuals whose recognition level/influence extends beyond national borders. Ensure that close coordination and partnership are maintained with DOC, GRO, National Committees and country offices to extend their impact and use in a sub-region, region or globally. Ensure effective participation in the planning, implementation, materials and logistics of visits of Goodwill Ambassadors, National Committees etc.***

### **Duties & Tasks**

- Identify organizations or individuals within the region whose reach extends beyond national borders and co-ordinate closely with the relevant country office, DOC, GRO and National Committees to extend their impact and use beyond national borders.
- Participate in the planning, implementation, materials and logistics of visits of Goodwill Ambassadors, National Committees etc.
- Ensure and enhance the quality, consistency and appropriateness of communication materials, activities, processes and messages shared with partners in the region.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing.
- Monitor and evaluate results and effectiveness of working with partners and share results and findings with regional and DOC communication colleagues in a timely manner.
- UNICEF to be a reliable partner in national programme planning and development, pursuing gender mainstreaming and principles of gender equity.

### **6. Global priorities and campaigns**

***Ensure that opportunities are identified for the region to support UNICEF's global communications priorities, campaigns and partnerships.***

### **Duties & Tasks**

- Advise on the use of global communication elements e.g., flagship publications, in a locally appropriate way, as well as guide countries in contributing content for global use.
- Launch major flagship reports and initiatives in the region and prepare regional versions of global publications and press releases, feature articles and audio-visual materials, as required.
- Contribute to the development and production of materials to support global initiatives. Advise country communication teams on developing complementary, country-specific and local community materials and activities. Identify and co-ordinate country office contributions to global communication products.
- Use established contacts, networks, resources and processes to support these global initiatives.
- Identify the need for communication materials for regional use and manage their production and distribution to target audiences to advocate and promote organizational goals.

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- Ensure regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

### 7. Management

***Ensure that the human resources (the communication team) and financial resources (budget planning, management and monitoring) for the region's communication are both effectively managed and optimally used.***

#### Duties & Tasks

- Develop a work plan for regional communication activities, monitor compliance and provide support and guidance to ensure objectives are met.
  - Plan and monitor the use of communication budgetary resources. Approve and monitor the overall allocation and disbursement of funds, make sure that funds are properly coordinated, monitored and liquidated. Take appropriate actions to optimize use of funds.
  - Identify, recruit and supervise communication staff, technical resources and consultants as necessary. Undertake performance planning, monitoring and appraisal.
  - Ensure communication effectiveness, efficiency and delivery as well as a rigorous and transparent approach to planning, monitoring and evaluation.
  - Participate in the Regional Office's broader planning and budgeting exercises.
8. Advisory support and communication for strategic results
- Implementation of UNICEF programme (regional) plans, ensuring communication on gender and equity issues are mainstreamed across all programmes.
9. Emergency preparedness and response plans addresses gender issues that may be expected to intensify during emergencies.

#### JOB GRADE FACTORS <sup>1</sup>P5

- Reports to Regional Director (D-2).
- Responsible for providing cutting edge advice to senior management, i.e., Regional Director, Head of Offices, and Communication Officers at the country level on strategic planning of all external relations, media and public information materials, requiring a wide range of technical and managerial expertise.
- Manages the regional communication function in the regional office with leading vision and change. Shape strategic and global thinking and promote the organization goals of UNICEF through active external relations communication, advocacy, participation and policy dialogue that contribute effectively to the awareness, advocacy and promotion of the rights of children and women, to achieve stated

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<sup>1</sup> The differences in the grades of jobs and positions reflect 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.

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objectives.

- Responsible for providing support for global, regional and country offices' communication activities, and specific needs of HQ, National Committees, etc. Apply extensive, expert knowledge and technical leadership to advising and supporting the communication activities in country offices in the region. Advise on establishing appropriate and effective country communication policy and strategy taking into consideration the situation in the locality.
- Responsible for identification and development of new approaches and methodologies for designing, appraising, monitoring and evaluation of Communication activities.
- Responsible for representing the Organization when dealing with the press and mass media. Act as 'voice of the organization' and manage the preparation of press reports, news releases and background materials for public/mass media. Play a major advocacy role in influencing the image of the organization.
- Supervise and manage communication implementation, evaluate alternative approaches and new communication initiatives, highlight management issues, and ensure optimal utilization of resources. Ensure timely and effective decision making on communication strategy, situation analysis, planning, implementation and evaluation.
- Nurture and build communication capacity among staff across the region. Responsible for organization of training activities to enhance the skills of communication staff in the region.
- As the manager, establish communication work plan, monitor compliance and provide training, support and team leadership to regional communication team and human resources management in the area of communication.
- Plan, approve and administer the overall communication budget allocation and disbursement ensuring the resources are properly used. Identify and pursue additional opportunities for funding of communication activities.

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

**1. Education**

Advanced university degree in Communication, Journalism, Public Relations or other related fields of disciplines.

(Or an undergraduate degree plus at least 12 years of demonstrated professional experience in the field of journalism, communications, external relations, public affairs, public relations or corporate communications.)

**2. Work Experience**

Ten years of progressively responsible and relevant professional work experience. International and national work experience in both developed and developing countries. Professional experience in communication, print, broadcast, new media. Background/familiarity with Emergency situations.

**3. Language Proficiency [ III]**

Fluency in English is required. Knowledge of another official UN language (Arabic,

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Chinese, French, Russian or Spanish) or a local language is an asset.

#### 4. **UNICEF values and competency Required** (based on the updated Framework)

##### i) **Core Values**

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

##### ii) **Core Competencies (For Staff with Supervisory Responsibilities) \***

- Nurtures, Leads and Manages People (2)
- 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)

#### 5. **Technical Knowledge [ III ]**

##### a) **Specific Technical Knowledge Required** (for the job) [ III]

(Technical knowledge requirements specific to the job can be added here as required.)

In-depth and up-to-date specific knowledge of:

- Executive Board and other policy documents.
- Executive Directives,
- 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
- Knowledge of principles of gender parity and equality

##### b) **Common Technical Knowledge Required** (for the job group) [ III ]



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Comprehensive knowledge of:

- Communication management, methodology and practical application. Knowledge of current theories and practices in communication research planning and strategy.
- Programme management in successfully managing teams, budgets and project execution.
- Fundamentals of working in various media formats – print, photos, 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.

### **c) Technical Knowledge to be Acquired/Enhanced (for the Job) [ III]**

- Expertise of 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.