



UNITED NATIONS CHILDREN'S FUND GENERIC JOB PROFILE

I. Post Information

SENDER:**JOB DESCRIPTION TYPE:****POST NUMBER/ CASE NUMBER:****POST/CASE NUMBER OF SUPERVISOR: 1293****REASON FOR CLASSIFICATION:****REGION/DIVISION:** LAC**COUNTRY:** Colombia**DUTY STATION:** Bogota**OFFICE:** Bogota**SECTION:** Programmes**CATEGORY:****PROPOSED LEVEL:** NO-C**JOB TITLE:** Social Change and Community
Engagement Specialist**Functional Code:****ICSC CCOG Code:**

II. 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 nation.

Social and Behaviour Change in UNICEF is a cross-cutting programme strategy that analyses and addresses the cognitive, social and structural determinants of individual practices and societal changes in both development and humanitarian contexts. SBC uses social (Sociology, Anthropology, Social Psychology, Economics) and behavioral sciences to understand people, their beliefs, their values, the socio-cultural norms and the economic and institutional contexts that shape their lives and decisions, with the aim of engaging with them, strengthen their capacities to demand more and better services; lead social accountability processes, and to design strategies to change harmful social norms and practices. SBC brings social and behavioral evidence generation together with participation in community-led and human-centered processes. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around behaviors like immunization, feeding practices, learning, hygiene, and positive discipline, as well as transformations across sectors needed to make societies more inclusive, equitable and peaceful.

UNICEF SBC employs a mix of approaches including community engagement, strategic communication, applied behavioral science, service delivery improvement, systems strengthening, social mobilization and policy advocacy to advance child rights, survival, development, protection and participation.

Job Organizational Context: SBC Programme Manager]

Colombia Office has been an early adopter of Social and Behavior change, having staff dedicated to it and has included SBC first as a humanitarian approach and then, in development strategies. So far, SBC staff is

under the guidance of Deputy Representative and belong to Program Team. Globally guided, SBC has a role in emergency situations and is to promote access to relevant and meaningful information to reduce rumors, promote positive practices and encourage demand of more and better services within population in need. In development contexts, SBC has the role to generate evidence to identify social barriers that affects demand of services as well as supply side of the offer; to strengthen local governance through social accountability; and to promote change of harmful social norms and practices through social mobilization and community engagement.

It is expected that the Social Change and Community Engagement Specialist leads the SBC Strategy for the Country Program Document 2025-2028, where UNICEF Colombia has a strong commitment to stop child marriages and teenage pregnancies. Thus, it is expected a close coordination with Gender and Adolescent participation areas; a leading on SBC response to humanitarian situations; and technical assistance to sectors to include SBC in their programming.

Purpose for the job: Under the general guidance of the Deputy Representative and in close coordination with Sectoral and Cross-Sectoral Specialists and Officers, Social Change and Community Engagement specialist is responsible for the design, management, monitoring and evaluation of evidence-based, inclusive, and innovative SBC strategies in support of the country programme; SBC humanitarian response, budget execution, and team leadership.

III. Key function, accountabilities and related duties/tasks

Summary of key functions/accountabilities:

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.
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.
3. Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.
4. 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 behavioral analysis, human centered design, social listening, behavioral 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 strategies and 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 actional 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 development and humanitarian emergencies.

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

- 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.
- 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. Advocate internally and externally for integration of SBC in national systems, in the country programme, and in sectoral plans.
- 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.
- Coordinate with stakeholders and partners for the implementation of community engagement and SBC in humanitarian and development actions.
- Lead SBC team accordingly to the country office priorities, promoting a work environment based on understanding and mutual respect.

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. 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.
- Contribute to the development and institutionalization of 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 and development contexts.
- Develop and/or adapt capacity development tools and activities for humanitarian programming with a focus on preparedness, response and recovery.

IV. Impact of Results

Efficient and effective technical, operational and managerial support strengthens quality of evidence and science-based SBC strategies, products and activities. This impacts the ability of UNICEF to promote changes in behaviors, social attitudes, beliefs, norms, policies and practices of individuals, communities, institutions and society as a whole. This in turn contributes to UNICEF's ability to fulfill its mission to improve child rights related to survival, development, protection and participation in the country.

V. Competencies and level of proficiency required (based on UNICEF Professional Competency Profiles/ratings/update and add as required).

Core Values

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

Core Competencies

- Nurtures, leads and manage people (1)
- 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)

VI. Recruitment Qualifications

Education:	An advanced university degree (master's or higher) in one of the following fields is required: sociology, anthropology, social psychology, education, social and behavioral science or another relevant technical field.
Experience:	A minimum of five years of professional experience in one or more of the following areas is required: social mobilization and community engagement, social development programme planning, communication for development or social and behavior change, public advocacy, or another related area. Relevant experience in civil society organizations, community- based organizations or in a UN system agency is considered an asset.
Languages:	Good level in English is required. Knowledge of another official UN language or an indigenous language is an asset.