



**UNITED NATIONS CHILDREN'S FUND  
SPECIFIC JD**

**I. Post Information**

Job Title: **Social and Behaviour Change Officer (Key Results for Children), NO-1**

Supervisor Title/ Level: **SBC Specialist**  
Organizational Unit: **SBC Programme Section**  
Post Location: Cameroon **Country Office**  
**DUTY STATION** : Yaoundé

Job Level: **Level 1**

Job Profile No.: 118271

CCOG Code: **1L05**

Functional Code: **CFD**

Job Classification Level: **Level 1**

**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 programmes, 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.

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 the latest in social and behavioral sciences to understand people, their beliefs, their values, the socio-cultural norms and the economic and institutional contexts that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for change. 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.

**Purpose for the job:** The Social and Behaviour Change Officer reports to the SBC Specialist for close supervision and guidance. The Officer provides technical and operational support to sectoral

programmes for achieving Key Results for Children (specifically KRC 1, 2 and 7 : Vaccination, Birth registration and Malnutrition) ). This would be done through administering, executing, and implementing a variety of tasks to promote community engagement and participation, and measurable behavioural and social change, requiring the application of technical SBC skills in full respect of organizational goals, rules, regulations, policies and procedures.

### **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. Contribute to 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.**

- The officer will provide technical support to leading sectoral programmes for each Key Results for Children to improve the understanding, participation, and commitment in related activities:
- Research and/or participate in conducting comprehensive SBC situation analysis of social, cultural, economic, communication and political issues in the country/region. Collect and synthesize qualitative and quantitative information and data to support the establishment of comprehensive and evidence-based information for developing and planning the SBC component of the Country Programmes of Cooperation (and UNJDCF).
- Collect, draft and/or organize materials and related documentations for SBC strategies and plans (as a component of the CO and/or UNJDCF Programmes) to ensure optimum impact, scale and sustainability of achievements/results.
- Assess and/or recommend appropriate information and materials for SBC initiatives verifying accuracy and quality for dissemination.
- Assess the impact of SBC activities on the CO and UNICEF goals to achieve measurable behavioural and social change resulting in the improvement of children's rights and wellbeing. Submit qualitative report/synthesis of results for development planning and improvement.

#### **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.**

- Collaborate with internal and external partners to provide operational and technical support to the design of SBC strategies, and research, develop, test, produce and use quality SBC materials and/or organize events and activities to ensure maximum outreach and impact on behavioural and social change of target audience.
- Provide technical, administrative, and logistical support and background materials to carry out SBC activities and recommend operational strategies, approaches, plans, methods and procedures.

- Assess and recommend potential contacts, networks, resources, and tools to support the maximum impact and outreach of SBC initiatives.
- Follow up on the production of SBC materials to ensure technical quality, consistency and relevancy of communications materials that are developed, produced, and disseminated to target audience (e.g., individuals, communities, government officials, partners, media, etc.).
- Collect, assess, and organize information for budget planning and management of programme funds and prepare documentations and related materials for financial plan for SBC initiatives. Monitor/track the use of resources as planned and verify compliance with organizational guidelines, rules and regulations and standards of ethics and transparency.
- Specifically support the KRC 1, 2 and 7 government sector lead (Ministry of Health, Ministry of Women and Family Promotion and National Bureau of Civil Status) in developing a coordination mechanism for all the communication partners and interventions.
- Support the training of SBC implementing partners with emphasis on community engagement, behaviour and social change communication, evidence-based planning.
- Support immunization programme, National Bureau of Civil Status and National nutrition committee to ensure timely implementation of SBC activities through monitoring, reporting, data collection and analysis.
- Provide technical support to implement SBC strategies directed to health districts & communities in hard-to-reach areas, with special consideration for nomadic or mobile population and marginalized groups like IDPs.
- Develop weekly and monthly information reports as required.
- Apply the above skills of designing, planning, implementing and monitoring of community engagement and SBC interventions in the context of humanitarian emergencies.

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

- Build and maintain partnerships through networking and proactive collaboration with national and international civil society organizations, community groups, leaders and other critical partners in the community and civil society to reinforce cooperation through engagement, empowerment and self-determination and to pursue opportunities for greater advocacy to promote UNICEF's mission and goals for child rights, social equity and inclusiveness.
- Collaborate with internal global/regional SBC partners to harmonize, link and/or coordinate messaging to enhance SBC outreach and contribution to programmatic outcomes. 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 actions.

- **Promote continuous learning, strengthening and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff, partners and implementers.**

- 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.
- Document and institutionalize/share best practices and knowledge learned/products with global/local partners and stakeholders to build capacity of practitioners/users, and disseminate lessons learned to key audiences including donors and partners.
- Develop and/or adapt capacity development tools and activities for humanitarian programming with a focus on preparedness, response and recovery.
- Support the organization, administration and implementation of capacity building initiatives to enhance the competencies of clients/stakeholders/partners across programme sectors in SBC planning, implementation and evaluation in support of programmes/projects. Develop training materials for training activities and revise them periodically for improvements and updates.

#### **IV. Impact of Results**

The efficient and effective technical, administrative and operational support provided to the development and implementation of SBC advocacy initiatives and products directly impact on the ability of UNICEF to promote social, political and economic action and changes in behaviours, social attitudes, beliefs and actions by communities, individuals and societies on children's rights, survival and wellbeing. This in turn contributes to enhancing the ability of UNICEF to fulfil its mission to achieve sustainable and concrete results in improving the survival, development and wellbeing of children in the country.

Specifically, demand creation and/or improvement through community engagement contributes to sustain initial and continuous use of available health and social services; this in turn results to a better implication of parents and families to achieving Key Results for Children.

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

**i) Core Values**

- Care
- Respect
- Integrity
- Trust
- Accountability

**ii) Core Competencies**

- 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)

\*The 7 core competencies are applicable to all employees. However, the competency Nurtures, Leads and Managers people is only applicable to staff who supervise others.

**VI. Recruitment Qualifications**

Education:	A university degree (master's degree or higher) in one of the following fields is required: social and behavioral science, including sociology, anthropology, communication studies/communication for development, psychology and/or related field is required.
Experience:	A minimum of two years year of professional experience in one or more of the following areas is required: social development programme planning, communication for development or social and behaviour change, public advocacy or another related area.  Relevant experience in a UN system agency or organization is considered as an asset.
Language Requirements:	Fluency in English and French.

**VII. Signatures- Job Description Certification**

Name:	Signature	Date
Title: (Supervisor)		
Name:	Signature	Date
Title: Representative		

