

Request for use of a GJP

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FOR COMPLETION BY REQUESTING DEPARTMENT

Post/Case No: MLW/2017/009	Establishment of a New Post: <input checked="" type="checkbox"/>	Upgrade/Downgrade of an Existing Post: <input type="checkbox"/>	Change in Title of an Existing Post: <input type="checkbox"/>	Change in Reporting Line of an Existing Post: <input type="checkbox"/>	JD not classified for over five years: <input type="checkbox"/>
Department/Field Office: Lilongwe, Malawi		GJP Official Title: Communication Officer			GJP Grade: NOB
Organizational Title Request: (if any)					
Section: Representative's Office					
Unit: Communication			Duty Station: Lilongwe, Malawi		
<i>(Please attach a current organization chart clearly identifying GJP post assignment and clearly indicating supervisory responsibilities if applicable)</i>					

Basic Purpose of Position (please outline what does this position contribute to achieving the overall goals of the unit/section in 3-4 lines or less):
Assists in planning, implementing, monitoring and evaluating an advocacy and communication strategy to get children's and women's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives in the country, and enhance the organization's credibility and brand..

Key Results Expected (only if in addition to what is on the GJP, please indicate in bullet format 3-5 key activities performed by the position):

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-
-
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Supplemental Recruitment Requirements (additional to those contained in the GJP only):

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-
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Signature:

The following attest to the accuracy of the above statements and to the valid management need for this position and the association of the attached GJP:

	Title:	Name:	Signature:	Date:
Supervisor:	Chief, Communication	Andrew Brown		23.02.2017
Head of Office:	OIC Representative	Roisin De Burca		23.02.2017

FOR COMPLETION BY HR ONLY

APPROVED: **NOT APPROVED:**

Title:	Name:	Signature:	Date:
	A. Basa		01.03.2017

Comments:

CLASSIFICATION FORM A

"REQUEST FOR JOB CLASSIFICATION OF A NEW POST"

Division/Duty Station: **Lilongwe, Malawi**

Budget Year: **2017/2018**

Case Number: **MLW/2017/009**

Post Title: **Communication Officer**

Grade: **NOB**

JUSTIFICATION

I. Narrative. (Provide specific explanation on the linkage between the organization's goals, strategy, programme thrust and the job function of the post. Explain why the post is needed, what is the major end result to be accomplished by the post, and why the latter cannot be accomplished by the existing staffing structure).

UNICEF Malawi produced a communication and advocacy strategy to support the country programme 2012-16. This programme has now been extended to 2018, giving the section a chance to review and extend the strategy. Much of the original strategy remains relevant, but there are some gaps (e.g. digital communication), while priorities in other areas have shifted (e.g. partnerships). The Section aims to join up the strategy with other areas such as communication for development, innovation, social policy and youth engagement and envisages a greater focus on advocacy, social media and mobile, partnerships and alignment with C4D. To achieve some of the above, the section aims to establish another Communication Officer position at the NOB level, as there is only one external Communications Officer (NOB), which provides support for seven sections plus the Representative. The establishment of the Communications Officer position will allow the Communication Section to continue providing expected levels of support to programme sections.

II. Reference documents directly relating to the proposal of the new post. (Please indicate the reference number of the Board document, or attach an excerpt of country programme management plan, etc.)

- 1) Country Programme Document
- 2) Country Programme Management Plan (2017-2018)

III. Statistical Information. (Provide the information where applicable.)

1. Annual Total Programme Throughput (GR+SF): Please indicate last 5-year average.

GR: \$11,706,000 SF: \$60,091,600 Total: \$71,797,600

2. Annual Sectoral Project Expenditures: Please indicate 5-year trends.

Last year: \$4,352,150 Current year: \$2,560,600 5th year: \$2,500,000

IV. Signature. (Please provide the signature of the head of office below.)

The above information is correct and I submit the job classification request.

Signature: _____ Date: 23.02.2017

Date of JD: _____ Date of Request Received: _____

You may attach separate sheet(s) if the space above is not sufficient.

UNITED NATIONS CHILDREN'S FUND JOB PROFILE

JOB TITLE: Communication Officer
 JOB LEVEL: NOB
 REPORTS TO: Chief of Communication
 LOCATION: UNICEF Malawi

JOB PROFILE NO: _____
 CCOG CODE: _____
 FUNCTIONAL CODE: NOB
 JOB CLASSIFICATION: _____

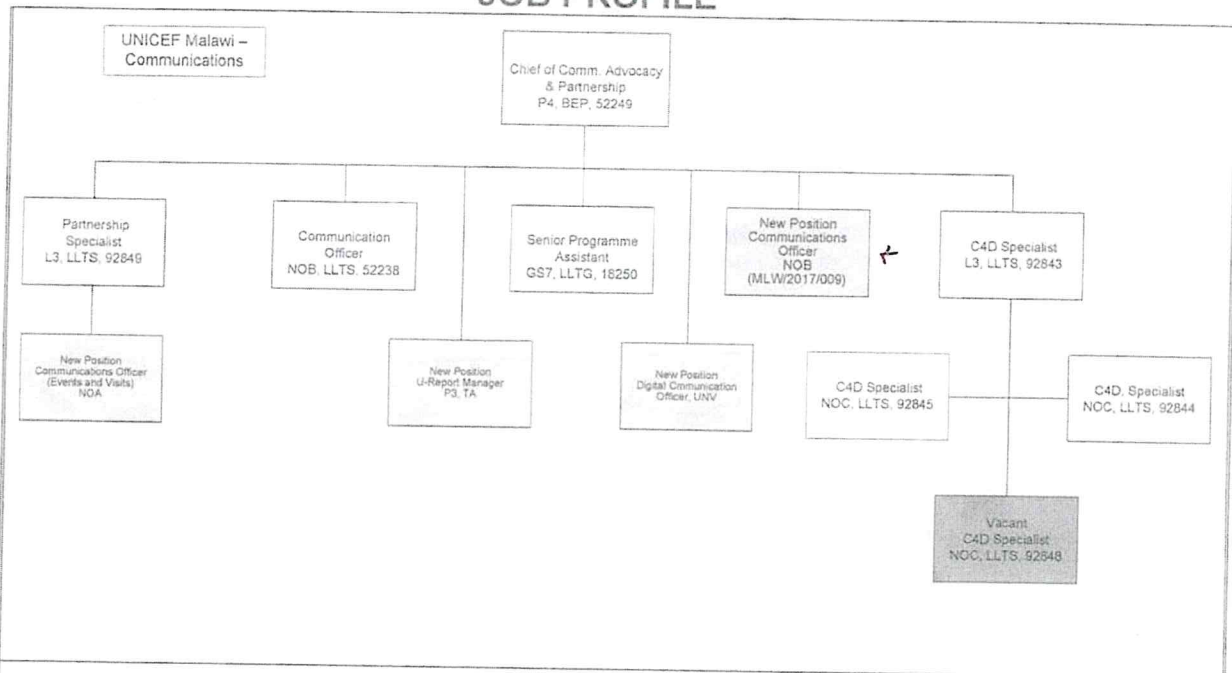
PURPOSE OF THE JOB

Assists in planning, implementing, monitoring and evaluating an advocacy and communication strategy to get children's and women's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives in the country, and enhance the organization's credibility and brand.

KEY END-RESULTS

1. **Communication strategy:** The production of communication products and materials are timely executed and followed up to support country communication strategy, regional and global campaigns and priorities, and to support resource mobilization as set out in the work plan.
2. **Media relations:** Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.
3. **Monitoring and evaluation:** Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Results and reports are prepared and shared on a timely basis.
4. **Celebrities, partners and special events:** The Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), is maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the country programme goals.
5. **Youth media:** A youth media programme is established to empower young people to report on the issues that affect them in their communities.
6. **Digital communication:** The Country Office's digital communication channels are well maintained, including the website and social media channels.

UNITED NATIONS CHILDREN'S FUND JOB PROFILE



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 materials

Ensure that the production of communication products and materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.

Duties & Tasks

- Implement the tasks in the country communication work plan and strategy as assigned.
- Gather content and coverage of relevant country efforts to identify effective relevant country programme activities and results. Develop complementary, country specific and local community materials and activities.
- Produce advocacy and communication materials (e.g. briefing notes, images, video, Web pages etc.) that meet the country and global standards as set out in the Communication Toolkit.
- 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.
- Follow up on the production of advocacy and communication materials (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the Communication Toolkit.
- Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities; recommend the appropriateness, quality and dissemination of printed and audio-visual materials.
- Recommend established contacts, networks, resources and processes to support communication activities.

2. Media relations

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Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.

Duties & Tasks

- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.
- Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and administrative arrangements for them.
- Assist in collaborating with the media through activities such as organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.

3. Monitoring and evaluation

Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared on a timely basis.

Duties & Tasks

- Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences, and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)
- Monitor the public perception of UNICEF in the country and recommend appropriate action to maintain a positive image for the organization.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

4. Celebrities, partners and special events

Ensure that the Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), are maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the country programme goals.

Duties & Tasks

- Help organize and generate public support for special events and activities to promote country programme goals.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Prepare background communication and promotional materials for briefings and visits of media,

UNITED NATIONS CHILDREN'S FUND JOB PROFILE

Goodwill Ambassadors, donors, National Committee representatives and other special interest groups. The task includes preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.

5. Youth media

Establish and oversee a youth media programme to empower young people to report on the issues that affect them in their communities.

Duties & Tasks

- Working with the education section and an implementing partner, set up and launch a pilot youth media programme in the Mangochi district, including girls receiving UNICEF scholarships
- Manage the relationship with the implementing partner and oversee their work to ensure young people receive the training they need to tell their stories, and that local radio stations are engaged to provide airtime for the content they produce.
- Monitor the effectiveness of the programme and provide regular feedback to the implementing partner for improvement.

6. Digital communications

Oversee the office's digital communication channels, including website, social media and e-newsletter.

Duties & Tasks

- Ensure that the UNICEF Malawi website is up-to-date by working with programme sections to gather information and uploading new material, including human interest stories and press releases.
- Manage the UNICEF Malawi social media accounts, including Facebook, Twitter, YouTube and Medium. Ensure all channels are up to date with the latest content, and respond to comments from fans and followers.
- Launch and maintain an e-newsletter to share stories of UNICEF's work in Malawi every month.
- Manage the day-to-day work of a digital UNV and freelance consultants to assist with the tasks above.

JOB GRADE FACTORS ¹

Level 2

- Report to UNICEF Malawi Chief of Communication, Advocacy and Partnerships (P4)
- Operates in the context of a medium-sized country office.
- Accountable for communication programme implementation. The work is task- and results- oriented.
- Responsible for research, analysis and evaluation of data/information to produce situation analysis, reports, and information/communication materials. Assist in drafting, analyzing, and editing articles and human interest stories and other advocacy materials.
- Assist in organizing special events in consultations with government counterparts, community and partners to support programme delivery.
- Work under the general supervision of the Chief of Communication. The supervisor defines the parameters of assignments and outlines approaches to problem areas. Research is carried out independently. Work may be reviewed while in progress, and upon completion.

¹ The differences in the grades of jobs and positions reflect various 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.

UNITED NATIONS CHILDREN'S FUND JOB PROFILE

- Incumbent operates within rules and regulations, and makes recommendations to supervisor when a deviation from guidelines or changes in procedures is required.
- Supervise and follow-up on production and qualitative monitoring of information and communication materials.

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

1. Education

University degree in Communications, Journalism, Public Relations or a related field.

2. Work Experience

Two years practical professional work experience in communication, print and broadcast media, or interactive digital media. Field work experience. Background/familiarity with Emergency situations.

3. Language Proficiency [I]

Fluency in English. Knowledge of the local working language of the duty station is an asset.

4. Competency Profile (For details on competencies please refer to the *UNICEF Professional Competency Profiles*.)

ii) Core Values (Required)

- Commitment
- Diversity and Inclusion
- Integrity

ii) Core Competencies (Required)

- Communication [II]
- Working with People [I]
- Drive for Results [I]

ii) Functional Competencies (Required)

- Formulating Strategies and Concepts [I]
- Relating and Networking [I]
- Persuading and Influencing [I]
- Applying Technical Expertise [I]
- Learning and Researching [II]
- Planning and Organizing [II]

iii) Technical Knowledge

a) Specific Technical Knowledge Required (for the job)

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

Specific and up-to-date working knowledge of:

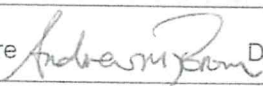

- Executive Board and other policy documents.
- Executive Directives,
- Thorough knowledge of Mid-Term Strategic Plan (MTSP)
- UN/UNICEF Policy Papers
- UNICEF programme policy, procedures and guidelines.
- Rights-based and Results-based approach and programming in UNICEF
- General administrative and 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

b) Common Technical Knowledge Required (for the job group)

General knowledge of:

UNITED NATIONS CHILDREN'S FUND JOB PROFILE

- Communication practice, methodology and practical application. Knowledge of current theories and practices in communication research planning and strategy.
 - Fundamentals of working in various media formats – print, 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.
 - Gender equality and diversity awareness
- c) Technical Knowledge to be Acquired/Enhanced (for the Job)**
- Knowledge and expertise in 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.

VII. Signatures- Post Description Certification		
Name: Andrew Brown	Signature 	Date: 23.02.2017
Title: Chief of Section (Supervisor)		
Name: Roisin De Burca	Signature 	Date: 23.02.2017
Title: OIC Representative		