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| Key functions, accountabilities and related duties/tasks: |
| **Summary of key functions/accountabilities:**   1. Advocacy strategy development 2. Advocacy strategy implementation 3. Communication strategy development and implementation 4. Digital strategy 5. Media relations 6. Advocacy and communication M&E 7. Team building, project and budget management 8. Advocacy and communication capacity building 9. Stakeholder engagement 10. Others |
| The staff member will lead and manage a team to design and coordinate effective, integrated advocacy and communication strategies, through the development, implementation, monitoring and evaluation stages. S/he will work collaboratively with colleagues across UNICEF at country, regional and global level, as well build alliances or coalitions with external partners to drive changes in policy and practice, and secure political and financial commitments for children. Duties include:   1. Advocacy strategy development:  * Manage the advocacy strategy process, in consultation with relevant stakeholders, from defining advocacy outcomes, power analysis, and developing a clear theory of change to win the support of decision makers and mobilize key constituencies. * Ensure adequate and ongoing assessment of trends, social and political change, and public interest. Factor these environmental variables back into the strategy and refine its execution.      1. Advocacy strategy implementation:  * Drive the implementation of advocacy strategies and plans, working across teams to ensure all strands of the strategy are progressed and mutually reinforcing, for example: data, policy, media, public mobilization, events, and partnerships. Supervise the development of cogent and compelling advocacy and campaign narratives, and the delivery of creative campaign tactics.  1. Communication strategy development and implementation:  * Design effective communication plans that will deliver the aims of key advocacy strategies and help to mobilize public and private support for the cause of children. * Supervise the implementation of these plans, ensuring they are delivering against agreed outcomes and always in keeping with UNICEF’s mandate.  1. Digital strategy:  * Lead and manage the Office’s advocacy and communication team that effectively executes a comprehensive digital strategy, and provide a vision for the day-to-day conceptualization, budgeting, planning, coordination, execution and digital content creation, as well as the monitoring and evaluation of digital initiatives and integrated advocacy campaigns for key audiences.  1. Media relations:  * Build and maintain strong relationships with journalists and media outlets covering all media – print, TV, radio, web, etc. – to ensure we can build public awareness of and support for UNICEF and the cause of children.  1. Advocacy and communication M&E:  * Supervise the development of a clear advocacy and communication M&E framework: setting baselines against which results are regularly monitored; conducting analysis to continuously improve the effectiveness of the strategy, approach and activities; and overseeing the production and dissemination of Advocacy and Communication M&E results. * Ensure that the Country Office and the Field Offices fact sheets are regularly updated.  1. Team building, project and budget management:  * Provide a protective, nurturing environment for the team – in line with UNICEF’s highest ethical standards and values; respond appropriately to ethical issues and complaints of abuse of authority, bullying and harassment. * Ensure project management coherence in the activities of the team, conveying strategic priorities and setting clear deliverables. * Manage inclusive teams featuring a variety of advocacy and communication professionals, to drive and deliver strategic advocacy and communication initiatives. * Support mobilizing resources for undertaking advocacy and communication. Ensure effective and transparent management of budget and resources.  1. Advocacy and communication capacity building:  * Build internal UNICEF capacities in advocacy and communication, through coaching, training and sharing of expertise.  1. Stakeholder engagement:  * Provide strategic direction for partnerships and networks through proactive collaboration with internal and external partners. * Partners will include key internal stakeholders, other UN entities, influencers, youth ambassadors, goodwill ambassadors, academics, business leaders and other public and private sector partners where possible. * Ensure that effective advocacy and communication strategies and plans are co-created with partners, to leverage their power to contribute to UNICEF’s goals. * Ensure that feedback from key stakeholders is incorporated into strategy design, implementation and team learning.  1. Country Management Team:  * As a member of the CMT, work alongside senior colleagues to ensure the performance of the Country Office, manage risk, and set overarching strategic direction.  1. Others:  * Carry out additional activities as required. |