UNICEF works in some of the world’s toughest places, to reach the world’s most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

And we never give up.

**For every child, an advocate**

In Nigeria, UNICEF works in a complex humanitarian and development setting to fulfill and protect children's rights in partnership with the government, civil society, children, and families.  UNICEF Nigeria is one of the largest UNICEF Country Offices globally - click the link to learn more about UNICEF in Nigeria: [https://www.unicef.org/nigeria/.](https://www.unicef.org/nigeria/)

**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 nations.

1. UNICEF's mission is to promote the rights of every child. In Nigeria, considering the country's challenges related to poverty, conflict, poor infrastructure, and socio-political issues, the objectives include:

* Promoting access to quality education, especially for girls and children in disadvantaged regions.
* Improving child and maternal health by facilitating access to necessary medical services and promoting good health practices.
* Supporting the Nigerian government's efforts in improving water, sanitation, and hygiene (WASH) facilities, and practices, thereby reducing disease transmission.
* Advocating for and working towards the protection of children from violence, exploitation, abuse, and neglect.
* Alleviating the effects of poverty and malnutrition through policy advocacy and programmatic interventions.

1. The Communication Specialist's section plays a pivotal role in achieving UNICEF's objectives in the following ways:

* Advocacy and Public Awareness: The CAP section along with the Communication Specialist is responsible for creating effective communication strategies that highlight the issues UNICEF is addressing. This involves raising public awareness, influencing policy and decision-makers, and rallying support from donors, partners, and the public.
* Strategic Communication: The section ensures that UNICEF's mission, values, and objectives are effectively communicated to the relevant stakeholders. They develop messaging and content that resonate with diverse audiences, including the government, non-governmental organizations, the private sector, and the public.
* Media Relations: The role involves fostering positive relations with the media to ensure that UNICEF's work and impact are accurately represented. This may involve organizing press conferences, giving interviews, and responding to media inquiries.
* Crisis Communication: In times of crisis or emergency, the Communication Specialist's section is responsible for clear, timely, and accurate information dissemination. They manage communication risks and opportunities, providing updates to the public and other stakeholders, and guiding the narrative around the crisis response.

Purpose for the job:

Accountable for developing, managing, co-ordinating, networking, implementing and monitoring an advocacy and communication strategy and associated products and activities on on-going basis with public audiences, with the objective of promoting awareness, understanding, support and respect for children’s and women’s rights, and support for UNICEF's mission, priorities and programmes in the country office/regional office/media hub, and at a global level and those of the UN Country Team.

**Summary of key functions/accountabilities:**

1. **Communication strategy:** The Regional/Country Office or Media Hub has a clear communication strategy and associated work plan to get children’s issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization’s credibility and brand.
2. **Media relations:** The Regional/Country Office or Media Hub has a well-maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web, photo etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation.
3. **Networking and partnerships:** The Regional/Country Office or Media Hub has a well-maintained and continually developed contact list of individuals, groups, organizations and fora whose support is essential to/can assist in achieving the advocacy and communication objectives. Effective working relationships with the UN Country Team and UN communication counterparts are developed, maintained and enhanced.
4. **Celebrities and special events**: The Regional/Country Office or Media Hub has a well-maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF’s effort and who actively participate in special events and activities.
5. **Global priorities and campaigns:** The Regional/Country Office or Media Hub has an effective process in place for integrating and taking action on UNICEF’s global communications priorities, campaigns and partnerships, disseminating these elements in a locally-appropriate way.
6. **Resource mobilization support;** Global and country-level fund-raising activities are supported by effective advocacy and communication strategy and activities.
7. **Management:** Human resources (the communication team) and financial resources (budget planning, management and monitoring) are both effectively managed and optimally used.
8. **Monitoring and evaluation:** Communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy and activities; results and reports are prepared and shared.
9. **Capacity building and support:** The Representative/Senior or Regional Communication Specialist and the country programme team are provided with professional expertise and advice on all aspects of external relations communication as required.

**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/Country Office/Media Hub has a clear communication strategy and associated work plan to support the country programme objectives and get children’s issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization’s credibility and brand.***

**Duties & Tasks**

* Develop, maintain and update the country 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.
* UNICEF’s rights- and results-based programming approach is appropriately reflected in the communication strategy, work plan and products.
* Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

1. **Media relations**

***Ensure that the Regional/Country Office/Media Hub has a well-maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation to a wider audience.***

**Duties & Tasks**

* Promote a better understanding of, respect and support for children's and women's rights and issues by carrying out media, information and education activities in support of UNICEF-assisted development programmes or humanitarian efforts in the country.
* Develop, maintain and update media relations contact list/database.
* Establish, document, review and refine process of communicating with media contacts, including press conferences and events, issuing of media materials etc.
* Ensure rapid and accurate information dissemination to the media, National Committees, NGOs, the field and other appropriate audiences.
* Identify, develop, distribute and evaluate a variety of media materials in multiple appropriate formats. Ensure or enhance the quality and appropriateness of country-specific communication materials, activities, processes and messages transmitted to the press, partners and public.
* Collaborate with mass 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.
* Monitor and evaluate the use and effectiveness of media materials and share results and findings.
* Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

1. **Networking and partnerships**

***Ensure that the Regional/Country Office/Media Hub has a well maintained and continually***

***developed contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), whose support is essential to/can assist in achieving the advocacy and communication objectives of the communication strategy.***

**Duties & Tasks**

* Develop, maintain and update partners contact list/database.
* Help establish, document, review and refine process of working collaboratively with partners, including meetings, joint projects, information sharing etc.
* Ensure or enhance the quality, consistency and appropriateness of country-specific communication materials, activities, processes and messages shared with partners.
* 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, evaluate and share results and findings with partners.

1. **Celebrities and special events**

***Ensure that the Regional/Country Office/Media Hub has a well maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF’s effort and who actively participate in special events and activities that support country programme goals.***

**Duties & Tasks**

* Develop, maintain and update celebrities contact list/database.
* Help establish, document, review and refine process of working with celebrities, including special events, media opportunities, field trips etc.
* Participate in global advocacy activities by planning visits of Goodwill Ambassadors, National Committee representatives, Executive Board members etc. including preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and necessary logistic arrangements. Highlight the achievements of the country programme. Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

1. **Global priorities and campaigns**

***In addition to local/national campaigns, ensure that the Regional/Country Office/Media Hub has an effective process in place for integrating and taking action on UNICEF’s global communications priorities and campaigns, both disseminating these elements in a locally-appropriate way, as well as providing/enabling coverage of the work in the country for global use.***

**Duties & Tasks**

* Support the UNICEF global communications objectives and strategies through development of complementary country specific and local community materials and activities. Work plan should anticipate the inclusion of work on global priorities and campaigns.
* Develop and deploy country office communication capacity to gather/facilitate the content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results.
* Ensure regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

1. **Resource mobilization support**

***Ensure that global and country level fund-raising activities are supported by effective advocacy and communication strategy and activities.***

**Duties & Tasks**

* Mobilize country office communication capacity to support/facilitate the gathering of content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results in support of fund-raising.
* Mobilize resources for fund-raising support by regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

1. **Management**

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

**Duties & Tasks**

* Develop a work plan for 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 and liquidation of funds. Take appropriate actions to optimize use of funds.
* Identify, recruit and supervise staff, technical resources and consultants as necessary. Conduct and Implement effective performance planning, monitoring, performance development programme as required.
* Ensure communication effectiveness, efficiency and delivery as well as a rigorous and transparent approach to planning, monitoring and evaluation.

1. **Monitoring and evaluation**

***Ensure that communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis.***

**Duties & Tasks**

* Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated or fed forwarded in the Annual Management Plan, Annual Work Plan, etc.
* Conduct timely and accurate monitoring and evaluation activities to ensure the communications objectives are met and the strategy is effective.
* Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings with country, regional and HQ communication colleagues so that best practices benefit UNICEF’s communication work.

1. **Capacity building and support**

***Ensure that the Representative/Senior or Regional Communication Officer and the country programme team are provided with professional expertise and advice on all aspects of external relations communication as required; opportunities are identified and addressed for building communication capacity among country communication team, media and other relevant partners.***

**Duties & Tasks**

* Advise UNICEF management, colleagues and staff on media strategy and implications for action and policies proposed.
* Support communication activities through knowledge management, information exchange and building capacity of the country communications team. Enable appropriate advocacy and communication training, access to information, supplies and equipment, and developing training and orientation material.
* Assist the Programme Communication Officer in the development of communication tools and/or strategies.
* Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training.

**To qualify as an advocate for every child you will have…**

**Education:**

Advanced university degree in Communication, Journalism, Public Relations.

(A first University combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree in the field of journalism, communications, external relations, public affairs, public relations or corporate communications.)

**Experience:**

 Five years of progressively responsible and relevant professional work experience in communication, print, broadcast, and/or new media.

Fieldwork experience,

Background/familiarity with Emergency situations is an asset.

**Language Requirements:**

 Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

**Technical Knowledge**

1. Specific Technical Knowledge Required

* 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

1. Common Technical Knowledge (an asset)

General knowledge of:

* Communication management. Knowledge of theories and practices in communication research planning and strategy.
* Fundamentals for working in various media formats – print, audio, video, web etc.
* Computer systems/applications and networks, including internet navigation, office applications, and, specifically, interactive digital media.
* Knowledge of United Nations or other international organizations.
* Global human rights issues, specifically relating to children and women.
* UNICEF communication goals, policies, guidelines and strategies.
* UNICEF policies and strategy to address national and international issues.
* UNICEF emergency communication policies, goals, and strategies.
* Gender equality and diversity awareness

1. **Technical Knowledge to be Acquired/Enhanced**

* 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.

For every Child, you demonstrate…

UNICEF's values of Care, Respect, Integrity, Trust, and Accountability (CRITA).

* The UNICEF competencies required for this post are...
  + Builds and maintains partnerships (II)
  + Demonstrates self-awareness and ethical awareness (II)
  + Drive to achieve results (II)
  + Innovates and embraces change (II)
  + Manages ambiguity and complexity (II)
  + Thinks and acts strategically (II)
  + Works collaboratively with others (II)
  + Nurtures, Leads and Manages People (II)

To view our competency framework, please visit [here](https://www.unicef.org/careers/media/1041/file/UNICEF%27s_Competency_Framework.pdf).

[UNICEF is committed to diversity and inclusion within its workforce](https://www.unicef.org/careers/equity-inclusion-and-diversity-unicef), and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of the organization.

We offer a [wide range of benefits to our staff](https://www.unicef.org/careers/compensation-benefits-and-wellbeing), including paid parental leave, breastfeeding breaks and reasonable accommodation for persons with disabilities. UNICEF strongly encourages the use of flexible working arrangements.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

Remarks:

UNICEF’s active commitment towards diversity and inclusion is critical to deliver the best results for children. For this position, eligible and suitable female candidates are encouraged to apply.

Mobility is a condition of international professional employment with UNICEF and an underlying premise of the international civil service.

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

UNICEF appointments are subject to medical clearance.  Issuance of a visa by the host country of the duty station, which will be facilitated by UNICEF, is required for IP positions. Appointments may also be subject to inoculation (vaccination) requirements, including against SARS-CoV-2 (Covid). Government employees that are considered for employment with UNICEF are normally required to resign from their government before taking up an assignment with UNICEF. UNICEF reserves the right to withdraw an offer of appointment, without compensation, if a visa or medical clearance is not obtained, or necessary inoculation requirements are not met, within a reasonable period for any reason.