

## Objective:

Under the supervision of the Special Representative, the incumbent of the post will contribute to strengthening UNICEF's Communication and Advocacy Strategy in Libya, with a focus on digital communication, in order to achieve better results for vulnerable children and women. The OIC will manage the team and the implementation of plans.

The purpose of this consultancy is to support the UNICEF Communication Unit in Libya in the absence of the Head of the Communications section. The individual will provide strategic support to the UNICEF Communications Unit and Representative's office in relation to external communication, advocacy and partnerships.

## Key Tasks and Responsibilities

- Advocacy and Communications: Strategize and organize public advocacy and media events, BNs and packages based on UNICEF Comms Calendar, and improve/ update the UNICEF Comms Calendar as needed.
- Partnership and donor communications and visibility: Consolidate UNICEF Libya partnership strategy, and prepare reports and BNs as needed. These will include advocacy and communication related to programme.
- Digital engagement and Multimedia production: -
  - Lead the development of digital initiatives in the country and provide ideas to increase digital engagement.
  - Supervise the development and dissemination of social media content through UNICEF's platforms, including the production of digital/online campaigns.
  - Produce and supervise content production high-quality multimedia products, including videos, on key programme priorities following UNICEF editorial style.
  - Provide technical expertise and capacity building of staff and partners on the various field of expertise in communication, visibility and storytelling from the field.
  - Propose innovative ways of engaging youth people through digital platforms.
- Management and Work Relations:
  - The consultant will work in close collaboration with the Special Representative, the Deputy Representatives and all the programmes to provide strategic advice on communication and advocacy and increase the visibility of programmes.
  - Liaise with the front office and provide strategic advice and support to the representative and programmes on communication and advocacy related issues.
  - Accompany, provide support and supervise the performance of team members.
  - Represent the section in meetings, events, etc.
  - Monitor budget utilization
  - Liaise with the regional office (MENARO) and DOC as needed
- Other relevant tasks as needed.

### Expected background and experience:

- **Education:** Advanced university degree in international relations, political science, public relations, media, communication, or another relevant discipline.
- **Work Experience:** At least seven years progressively responsible professional work experience in the areas of advocacy, communications, external or public relations and/or partnerships.
- **Languages:** Fluency in English is essential, excellent drafting skills as well as oral presentation skills. Fluency in Arabic is highly recommended and an asset.
- **Skills:**
  - Ability to cope with stressful and difficult conditions and political/cultural sensitivity and ability to work in an international and multicultural environment.
  - Ability to express clearly and concisely ideas and concepts in written and oral form and to produce reports in a timely manner.
  - Ability to work independently as well as with a team in an international, multicultural and interdisciplinary environment and establish harmonious and effective working relationships both within and outside the organization.
  - Excellent writing, research and analysis skills.
  - Familiarity with RRBM, Results Assessment Module (RAM), VISION and Insight.

### Description of the key activities and assignment expected deliverables:

Key Activity	Deliverable
LCO Review	
Conduct research and compile a substantive report detailing the work of the LCO.	Substantive report detailing work of LCO.
Partnerships Sops, strategy, service mapping	
Update partnership strategy based on key programme priorities	An up-to-date partnership strategy based on key element of the 2022 work plan is drafted and approved
Increase and deepen strategic engagement with private and public sector partners in Libya.	Develop partnership programmes with private and public sector organizations in Libya.
Maintain and deepen relations with UNICEF Libya's Business Leadership Circle.	Maintain good communication with BLC and identify opportunities for members' participation in and support for UNICEF programmes.
Identify and plan key partnership events	These may include events pertaining to specific occasions
Reporting	
Draft, compile and edit annual report and annual donor report	Finalized annual report and annual donor report
Support Programmes team on reporting as required	Provide support as necessary
Prepare Sit-Rep inputs	Finalized inputs for Sit-Reps
Advocacy & communication plan for the communication section	

Identify concerns and arising matters that need advocacy strategy	Advocacy opportunities are identified and acted upon
External Communications of UNICEF & Donors	
Provides support and strategic advice to communications team.	As required and agreed. Areas of support may include development of website, social media, website content, media engagement.
Develops briefing notes and talking points.	As required.