

## Terms of Reference

### TEMPORARY APPOINTMENT (364 days) Communication Officer – NOA

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<b>Title &amp; Level</b>	Communication Officer – NOA
<b>Location</b>	Freetown – Sierra Leone
<b>Duration</b>	6 months
<b>Start Date</b>	1 December 2021
<b>Reporting to</b>	Communication Specialist
<b>Budget Code/PBA No</b>	Non-Grant
<b>Project and activity codes</b>	3900/A0/08/880/003/002

#### I. BACKGROUND

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. 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. UNICEF and cooperating partners and stakeholders work to secure the rights of each child and the surrounding families, communities and nations.

Working through the country program of cooperation, and likewise through the United Nations Sustainable Development Partnership Framework (UNSDPF), UNICEF assists countries to realise the rights of all children. This involves strategies and programs ranging from innovative and experimental to those at scale. The effectiveness and impact of the strategies and programs must be determined. Evaluation is a critical function for understanding if development objectives have been met in a way that contributes to the progressive realization of children’s rights.

Communication and advocacy are reflected in the new Strategic Plan 2022-2025, as a critical and universal avenue to achieve results for children. UNICEF is therefore taking several key steps to further enhance and increase communication and advocacy. In addition to highlighting advocacy as a core change strategy, advocacy is also recognised as a core organisational function, especially when the CO is working in the context of responding to emergencies, while also remaining focused on delivering regular programmes for children.

At this critical time in communication, UNICEF SLCO seeks to get complement human resources to support ongoing communication and advocacy functions in support of the country programme. A communication officer is required to support efforts to put the rights and well-being of the most disadvantaged children at the heart of social, political and economic agendas: to support shifts in public policies, investments and legislation; to fuel social engagement through campaigning, partnerships and support to social movements; and to increase public and private resources for children.

## II. PURPOSE OF THE TEMPORARY APPOINTMENT (TA)

### **Purpose for the job:**

The Communication Officer will be responsible for the roll out of various aspects of UNICEF's advocacy and partnerships strategy in the country.

Under the new Country Programme, coupled with the current response to emergencies, there is extra pressure for communication and advocacy technical support across programmes. This high demand for quality technical support to achieve effective, high quality and timely communication products and activities is also being received from Government partners and the UN Agencies through UNCG.

This therefore calls for additional technical expertise to strengthen the current capacity to communicate and advocate for the most disadvantaged children through the development and dissemination of coordinated, consistent and cutting-edge global communication and public advocacy tools.

The Communication Officer will support in developing, planning, implementing, monitoring and evaluating an advocacy and communication strategy to get children's and women's issues into the public domain with the objective of promoting awareness to strengthen general public, private sector and political will in support of UNICEF's mission in the country, and enhance the organisation's credibility and brand.

The Communication Officer will also provide professional expertise on all aspects of external relations, communication, and advocacy to the country programme team.

### **Job organizational context:**

The Communication Officer reports to the Communication Specialist for general guidance and direction. The Communication Officer also works closely with programme teams to support communication and advocacy activities which will give visibility and credibility to UNICEF's brand – this includes campaigns, engagement with adolescents and working with media counterparts. The Officer works in accordance with the norms and standards of the UNICEF branding guidelines and media engagement policies and would be expected to have thorough knowledge of the organisational goals, rules, regulations, policies and procedures to complete tasks.

## III. SUMMARY OF KEY FUNCTIONS/ACCOUNTABILITIES

### **Summary of key functions/accountabilities:**

- 1. Production of communication products and materials**
- 2. Media relations**
- 3. Monitoring and evaluation**
- 4. Celebrities, partners and special events**

## 1. Production of communication products and materials

***In collaboration with the Communication Specialist and national partners, 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.***

- 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
- 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.
- Establish or maintain an up-to-date documentation centre for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc. .
- 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

***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.***

- Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- 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 utilising both web-based and traditional media as appropriate.

- Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)

### **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.***

- Contribute to developing an advocacy and communication strategy by coordinating appropriate audience research and compiling and analysing relevant data.
- 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.
- Assist in providing feedback to DOC on the use and appropriateness of global communication materials such as publications, images and multimedia products.
- 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.***

- Help organise 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.
- Maintain and update celebrity and partner contact lists/database for country office.
- Monitor/document process and effectiveness of working with these individuals/organizations.
- Prepare background communication and promotional materials for briefings and visits of media, 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.

## IV. QUALIFICATIONS OF SUCCESSFUL CANDIDATE

### **Education**

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

### **Experience**

- One-year practical professional work experience in communication, print and broadcast media, or interactive digital media.
- Field work experience in development of communication content
- Background/familiarity with Emergency situations.

### **Language requirements**

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

### **Technical Knowledge**

- 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

## V. COMPETENCIES OF SUCCESSFUL CANDIDATE

### **Core Values**

- Care
- Respect
- Integrity
- Trust
- Accountability

## **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)