



SPECIFIC JOB PROFILE

I. Post Information

JOB TITLE: Communication Officer (Media)
JOB LEVEL: Level 1
REPORTS TO: Communication Specialist,
NOC, 107150
LOCATION: Beirut, Lebanon

CATEGORY: National Officer
Functional Code: COM

II. Strategic Office 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.

Purpose for the job:

Assists in planning, implementing, monitoring and evaluating Media Relations 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.

III. Key functions, accountabilities and related 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.
- Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities;
- 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.
- Support the production of 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.
- 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.

Duties & Tasks

- 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 utilizing 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.

Duties & Tasks

- Assist in 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.

IV. Key End-Results

1. **Communication strategy:** The production of content packages 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.

V. Competencies and level of proficiency required

Core Values attributes

- 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)

VI. Recruitment Qualifications

Education:	University degree in Communications, Journalism, Public Relations or related field.
Experience:	One-year practical professional work experience in communication, print and broadcast media, or interactive digital media. Field work experience. Background/familiarity with Emergency situations.
Language Requirements:	Fluency in English and Arabic is required. Knowledge of another official UN language (, Chinese, French, Russian or Spanish) or a local language is an asset.