



UNITED NATIONS CHILDREN'S FUND JOB PROFILE

I. Post Information

Job Title: Social and Behaviour Change
Manager
Supervisor Title/ Level: Chief, Community
Development and Resilience
Organizational Unit:
Post Location: Lilongwe, Malawi

Job Level: P-3
Job Profile No.:
CCOG Code:
Functional Code:
Job Classification Level:

II. 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.

Social and Behaviour Change (SBC) in UNICEF is a cross-cutting programme strategy that analyses and addresses the cognitive, social and structural determinants of individual practices and societal changes in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, their values, the socio-cultural norms and the economic and institutional contexts that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for change. SBC brings social and behavioral evidence generation together with participation in community-led and human-centered processes. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around behaviors like immunization, feeding practices, learning, hygiene, and positive discipline, as well as transformations across sectors needed to make societies more inclusive, equitable and peaceful.

UNICEF SBC employs a mix of approaches including community engagement, strategic communication, applied behavioral science, service delivery improvement, systems strengthening, social mobilization and policy advocacy to advance child rights, survival, development, protection and participation.

Strategic office context : UNICEF Malawi Country Programme (2019-2023) is aligned with the Government of Malawi's Growth and Development Strategy (MDGS 111) and the United Nations Development Assistance Framework (UNDAF). The programme supports the Government of Malawi to meet its commitment to respect, protect and fulfil children's rights in line with international conventions and standards. The country programme is guided by the principles of children's rights, equity, gender equality, inclusion and resilience, and supports evidence-based, integrative and innovative programming. The vision is that '*all girls and boys in Malawi, especially the most disadvantaged and deprived, realize their rights*'. The programme focuses on: early childhood

(parenting, high-impact social services, early stimulation and learning), middle childhood and adolescence (learning, multi-sectoral services, active citizenship), communities (decentralized services and systems, community ownership, social norms), programme effectiveness (monitoring, evaluation, HACT, Innovation, Social Protection and Social Policy and External Communication. The programme is based on 'leaving no child behind', realizing 'rights for all children in Malawi'.

Purpose for the job *(Please outline the overall responsibility of this position)*

Under the direct supervision, management of Chief Community Development (Community Resilience), the SBC Manager is responsible for technical leadership, quality control and management of development and facilitation of implementation a systematic, planned, evidence-based, theory driven SBC strategy and process to promote measurable behavioral and social change/mobilization through engagement, empowerment and participation of stakeholders, including communities, civil society and media to achieve successful and sustainable country programme results on children's rights to survival, protection, and development in the country.

III. Key functions, accountabilities and related duties/tasks *(Please outline the key accountabilities for this position and underneath each accountability, the duties that describe how they are delivered. Please limit to four to seven accountabilities)*

Summary of key functions/accountabilities:

Generate & Use Evidence: Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC.

- In collaboration with Programme Specialists and Partners in government, civil society, the Communication for Development Manager provides technical leadership in design, planning and facilitation the implementation of evidence based, theory driven and method informed SBC strategies and operational plans to deliver results to achieve resilient, inclusive and child friendly communities.
- Leads/or manages, conducts a comprehensive SBC situation analysis of social, cultural, communication, economic and political issues in the country and determine the underlying and contextual issues to be addressed (e.g. policies, gender/children inequality, cultural/social behavior etc) to ensure the successful and sustainable delivery of program results.
- Provide technical advice on evidence-based approaches, strategies and plans of actions for SBC to promote behavioral and social change at household, community, district and national level.
- Engage in evidence generation and research initiatives that may contribute to improved evidence in SBC practice, and influence national and local policies and investments in SBC for sustainable results.

Advocate & Build Partnerships: Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.

- Collaborate/consult with a wide range of partners and stakeholders to ensure synergy, integration, coherence, and harmonization of SBC activities with UNICEF MTSP, CO global communications and advocacy activities and UN System development activities and initiatives at the CO level, including in humanitarian response.
- Identify, establish and maintain strong partnerships with government ministries, civil society organizations, community groups, traditional and religious leaders and other partners to realize children's rights through social and behavioural change. communication programmes at household, community, district and national level.
- Promotes a better understanding of children's and women's issues and gets support of partners for effective and efficient SBC programme delivery.

Build Capacities: Promote continuous learning, strengthening, and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

- Leads/or manages, conducts assessment of partners for social change, review partners' capacity to deliver the results for children and makes recommendations on social mobilization and advocacy.
- Establishes strong partnership and engages with academic research and education institutions to develop, organize and facilitate various knowledge delivery platforms to achieve social and behaviour change at organizational and structural level.
- Provides technical guidance to the development of methodological guidelines, tools and instruments to increase professional capacity and capability of UNICEF partners in delivering results on behaviour and social change at household, community, organizational and institutional levels.

Coordinate and integrate joint effort: Strengthen coordination, collaboration, integration and leverage resources with government partners, UN agencies, Donors, RO/HQ.

- Coordinates with government counterparts and other partners to encourage/promote engagement and dialogue, inclusion, participation and social accountability to achieve sustainable program results on children and women's rights, equity and wellbeing through collective action and social movements.
- Facilitates integrated approach to SBC programming in addressing social norms and practices, including gender with government officials, UN, and bilateral agencies and NGOs to achieve effective and efficient, and sustainable behavioral results at district and national level.
- Collaborates with internal CO, RO and/or RO colleagues to provide expert advise on the development of evidence-based strategies, approaches, policies and the planning of SBC social and resource mobilization initiatives in support of programs/projects implementation and delivery of results.
- Participates in CO strategic discussions to collaborate on policy and agenda setting for SBC advocacy and investments and related external relations and resource mobilization initiatives.
- Collaborates with internal global/regional communication partners to harmonize, link and/or coordinate strategies and messaging and use of multiple media and communication platforms to enhance SBC outreach and impact.
- Participate in organizational and/or inter-agency (UNCT; UN Communication for Development Roundtable) discussions and planning to collaborate with inter-agency partners/colleagues in the UNDAF planning and preparation of SBC advocacy and resource mobilization initiatives including emergencies.

Generate Evidence: Conduct research to generate data and conduct monitoring and evaluation to guide SBC strategies and document best practices.

- Provides technical leadership, facilitates and conducts Research, Monitoring and Evaluation exercises, including country program previews, meetings and mid-term/annual reviews to assess/report on efficacy/outcome of SBC on UNICEF and CO Strategic Plans/Goals.
- Provides technical advice to programme staff, government officials and other counterparts, and coordinates and manages data collection, analysis and interpretation to inform SBC strategies and actions, and ensure compliance and achievement of objectives and recommend corrective actions, when necessary, to meet programme/project objectives.
- Disseminates communication research findings, ensures exchanges and sharing of experience, lessons learned, best practices, and new methods to government officials, programme staff, NGOs, communities at large and other UNICEF partners.
- Develops high quality reports, especially to donors on time, capturing findings, experiences, lessons learned, best practices and new methods of application of social and behaviour change communication.
- Develops human interest stories, facilitates development of audio and video documentation and shares with government officials, programme staff, and other partners.

Design, plan and implement interventions: Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts

- Confirm, approve and ensures the technical quality, consistency, relevancy/appropriateness of communication messages and materials that are developed, produced, and disseminated to local communities, government officials, other partners and the press.

- Recommend and/or select appropriate multiple media and communication format and platforms (e.g. print, digital/social media, TV/Radio, Web etc.) and manage the production and implementation of multi-media initiatives for compliance with targets and plans.
- Facilitate development and implementation of innovative practices, approaches and latest technology on multiple media and social/digital platforms for SBC that are appropriate/available for the CO context and audience.

Manage financial resources: Planning and management of program funds to design and implement SBC strategies:

- Participates in budget planning and management of program funds, with major focus on value for money and submit financial plan for SBC programme interventions.
- Approves the use of resources as planned and verify compliance with organizational guidelines, rules and regulations and standards of ethics and transparency.

IV. Impact of Results *(Please briefly outline how the efficiency and efficacy of the incumbent impacts its office/division and how this in turn improves UNICEF's capacity in achieving its goals)*

The efficient and effective technical, operational and managerial support provided to the development and implementation of SBC strategies, products and activities directly impact on the ability of UNICEF to promote social, political and economic action and changes in behaviors, social attitudes, beliefs, norms and practices of individuals, communities, institutions and society, as a whole. This in turn contributes to enhancing the ability of UNICEF to fulfill its mission to achieve sustainable, locally-owned and concrete results in improving child rights related to survival, development, protection and participation in the country.

The incumbent will contribute to the output level results under:

Pillar 1: Early Childhood Development

- Output 1 'Parents and caregivers with a focus on adolescent mothers have the capacity to engage in positive and responsive parenting practices.'

Pillar 2: School Aged Children

- Output 4 'Relevant social services in health, nutrition, HIV, WASH and child protection are provided in schools and non-formal platforms, and linkages strengthened to relevant services in the community'

Pillar 3: Resilient, inclusive and child friendly communities.

- Output 1: Communities are able to practice positive social behaviors in the best interest of the child and demand the delivery of quality and resilient, child-friendly services
- Output 2: Communities are able to hold duty bearers accountable for the delivery of quality and resilient, child-friendly services.
- Output 3: Households and communities prepare for and are resilient to climate change and economic shocks, and are supported to overcome chronic vulnerabilities that affect children

V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles)

Core Values

- Commitment
- Diversity and inclusion
- Integrity

Core competencies

Communication [III]
Working with People [II]
Drive for Results [II]

Functional Competencies:

- Leading and Supervising [I]
- Formulating Strategies and Concepts [II]
- Relating and Networking [II]
- Persuading and Influencing [II]
- Applying Technical Expertise [II]
- Entrepreneurial Thinking [II]

VI. Recruitment Qualifications	
Education:	An advanced university degree in the social/behavioural sciences, (Sociology, Anthropology, Psychology, Health Education, and Health Communication) with emphasis on evidence based strategic communication planning for behaviour development, social mobilization, participatory communication, and research, is required.
Experience:	<p>A minimum of 5 years of progressively responsible professional work experience at national and international level, in SBC programme management and leadership is required.</p> <p>Wide experience in application of SBC(C) theories, practices, models and messages, with a special focus on an integrated approach to SBC programming at national and sub-national level.</p>
Specific Technical Knowledge	<p>Knowledge of current developments in the fields of : communication theory, motivational psychology, adult learning theory, indigenous media, community organization and participation, strategic communication planning, behaviour analysis, formative research and evaluation of communication interventions.</p> <p>Strong SBC programme management, coordination, leadership including quality control, monitoring of work processes and budgets. Oversight and supervision of team.</p> <p>Technical expertise on assessment, provision of technical guidance, facilitation of various knowledge delivery platforms.</p> <p>Knowledge of and experience in emergency operations and management.</p> <p>Strong experience on coordination, networking, advocacy, leading, persuasion to strengthen partnership and social mobilization/movement.</p> <p>Strong knowledge and experience in community engagement and empowerment, including service, community and media based delivery platforms for quality care, child friendly and resilient communities.</p> <p>Technical expertise planning and facilitation of research, monitoring and evaluation: qualitative and quantitative data collection, analysis and interpretation, programme quality assurance and control, financial management.</p> <p>Knowledge of and experience in application of innovation for SBC.</p> <p>Knowledge and experience in the methods of communication to clearly and concisely express ideas and concepts in written and oral form and to listen to and acknowledge others' perspectives and views.</p>
Language Requirements:	Fluency in English.

VII. Signatures- Job Description Certification

Matteo Frontini CDR

Name:

Signature



Date

25/04/2022

Section Chief:

25.4.22

Michele Paba
Dep Rep OIC

Name:

Signature



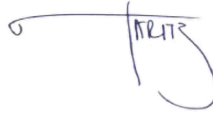
Date

Dep Rep Programme:

25.04.2022

Name:

Signature



Date

Representative: