



UNITED NATIONS CHILDREN'S FUND  
GENERIC JOB PROFILE (GJP)

**I. Post Information**

Job Title: **Regional Adviser Social & Behavior Change**  
Supervisor Title/ Level: **Deputy Regional Director, D-1**  
Organizational Unit: **Social and Behaviour Change (SBC)**  
Post Location: **Regional Office**

Job Level: **P5**  
Job Profile No.:  
CCOG Code: 1L05  
Functional Code: SBC  
Job Classification Level: Level 5

**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 in UNICEF is a cross-cutting programme strategy that addresses the cognitive, social and structural determinants of social change in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, values, and the socio-cultural norms that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for sustainable behavior and social change. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around social and behavioral practices like immunization, breastfeeding, hygiene, and positive discipline.

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

**Job organizational context:** In a region of over 628 million children, SBC ROSA provides technical support and oversight to eight Country Office, enhancing their leadership and function and promoting the building of partnerships. Technical support is offered on Community Engagement, Accountability to Affected Populations, Social Norms Programming, Social and

Behavioural Science, Digital Engagement and Innovation for Social Change. The SBC team in the Regional Office also helps integrate social and behavioral change across multiple sectors.

**Purpose for the job:**

Under the direct supervision and general guidance of the Deputy Regional Director and in close collaboration with Regional Advisers, the incumbent will be responsible for the design, management, execution, monitoring and evaluation of regional strategies related to the program Social and Behavior Change (SBC) and for providing expert advice, technical support and quality assurance to country offices in South Asia Region on policies, operational strategies and M&E tools related to SBC in view to accelerate and sustain results in gender equality, social inclusion, child survival, development, learning achievements and protection.

**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:**

**Policy Direction:**

- Guide UNICEF's regional strategies as they relate to Social and Behavior Change, in the context of the Strategic Plan and the Sustainable Development Goals.
- Advocate for South Asia prioritization of socially transformative, people-centered and community-led development both as a good in itself and as an accelerator of sectoral results.
- Assist the global efforts to elevate the SBC practice in UNICEF, including the repositioning of the SBC network towards increased expertise and practice in community engagement, behavioral and social sciences.
- Provide strategic advice to regional and country management to ensure impactful SBC programmes and sustained efforts for the agenda

**Support to Regional and Country Offices on Program Design, Implementation, and provide oversight:**

- Support the adoption of tailored and efficient SBC operational models in offices across the region in all country contexts.
- Bring coherence, complementarity, and synergies between UNICEF's sectoral and crosscutting areas, promoting alignment of resources and uptake of quality programming standards.
- Ensure clear and pragmatic programme guidance is available and followed (where required through the RO specific interpretation of global guidance and tools) to support UNICEF staff at all levels in particular focusing on:
  - Behavioral diagnosis, research, and analysis
  - Accountability to Affected Populations
  - Social listening, collection and analysis of community insights, public perceptions and needs
  - Social research on key programmatic questions
  - Design and implementation of civil society and community engagement, participation, mobilization, governance and accountability mechanisms
  - Adoption of practices, uptake of services, norms-shifting programming

**Partnerships and inter-sectoral alliances**

- Build networks of academic and/or research institutions in the region to strengthen the knowledge base while contributing to innovation and capacity building efforts.
- Ensure the SBC team is contributing to the thought leadership in SBC across the different

sectors, within the UN at large and as part of its contribution for social development in the region.

- Support existing regional resource mobilization initiatives, and create new funding opportunities by increasing donors' interest in quality SBC programmes and confidence in UNICEF's ability to deliver them.
- Create opportunities for collaboration with civil society at large, especially youth and women's groups and religious leaders
- Strengthen UNICEF's leadership in community and behavioral aspects of humanitarian action, through interagency humanitarian mechanisms

**Management and Leadership Responsibilities:**

- Provide direction and managerial support to the South Asia Regional Office SBC team.
- Manage the sustainability of the RO SBC team and meet timely budgetary requirements
- Oversee and manage performance of direct report and ensure capacity development of the team to fulfill its roles and responsibilities.
- Ensure inclusive management and well-being of the SBC team
- Participate in the RO leadership team and contribute to CRITAS in the RO as in COs
- Support the wider Regional SBC network, including but not limited to capacity building

**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.

**V. UNICEF values and competency Required (based on the updated Framework)**

**i) Core Values**

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

**ii) Core Competencies (For Staff with Supervisory Responsibilities) \***

- Nurtures, Leads and Manages People (2)
- Demonstrates Self Awareness and Ethical Awareness (2)
- Works Collaboratively with others (2)
- Builds and Maintains Partnerships (2)
- Innovates and Embraces Change (2)
- Thinks and Acts Strategically (2)
- Drive to achieve impactful results (2)
- Manages ambiguity and complexity (2)

<b>VI. Recruitment Qualifications</b>	
Education:	An advanced university degree (Master's or higher) in a social and behavioral science, including sociology, anthropology, communication studies/communication for development, psychology and/or related field is required.
Experience:	Ten (10) years progressively responsible work experience in the planning and management of social development programmes, including eight years in developing countries, with practical experience in the adaptation and application of communication planning processes to specific programmes, including emergencies
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.