Niger

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| **PART I** |
| **Title of assignment** | Advocacy and Strategic Communication Specialist |
| **Requesting CO/RO section** | Niger Country Office |
| **Location** | Niamey, Niger |
| **Duration**  | 3-4 months |
| **Ideal assignment dates** | From: February 2019 |

**Background and justification**

The current UNICEF Niger country programme (CP) comes to an end in 2018. The country office is in the process of developing a new CP for 2019-21, which offers an opportunity to ensure alignment with the newly approved 2017-2021 national development plan, UNICEF’s Strategic Plan 2018-2021, the new UNDAF and the Sustainable Development Goals.

UNICEF Niger needs a new model of engagement that acknowledges the magnitude and pace of changes across the country and reflects the changing re­alities in which it operates – to address the variety of new and established actors. UNICEF also needs to move upstream; upstream policy work requires not only a focus on engaging gov­ernment authorities and traditional partners, but also on engaging emerging partners, such as private sector entities and other powerbrokers. Thus the country office seeks to design a comprehensive advocacy strategy that effectively supports programme priorities. This process will bring together a range of stakeholders and should be facilitated using participative and inclusive methodologies.

UNICEF Niger also wants to take advantage of the CP preparation process to create a new, more positive, narrative on children in Niger. This narrative should be aspirational, highlighting progress and opportunities, while acknowledging the challenges involved in creating a prosperous future for children in Niger: a message of hope amidst challenges. This is particularly necessary to engage with new stakeholders, whose main focus is on seeing Niger reach its full potential rather simply managing threats and reducing risks.

**Scope of work**

1. **Country context**

Niger is a landlocked Sahelian country of 20.7 million people, most of whom (84 percent) live in rural areas. The population is young (58 per cent of Nigeriens are under age 18) and nearly half of the population is poor, despite reductions in the poverty rate over the past decade. The country, which ranked second-last on the 2016 Human Development Index, experiences development constraints due to several factors: climatic conditions that hinder rural development, vulnerability due to the absence of economic diversification, high population growth, gender inequalities, low levels of literacy and education and the size and landlocked nature of the country, which obstruct the provision of essential goods and services to the population. Social indicators are particularly alarming for women and children.

In addition, Niger faces recurrent crises. For many years, the country has suffered from chronic food insecurity, and faced food and nutrition crises in 2010 and 2012. It also regularly experiences epidemics, including cholera, as well as floods. Moreover, instability in the Sahel region has in recent years led to insecurity and population displacement, especially in the eastern part of the country due to armed conflict with Boko Haram, and more recently in western regions bordering Mali.

UNICEF supports the efforts of the Government of Niger to improve the situation of women and children, including in health; water, hygiene and sanitation; nutrition; education; child protection; communication for development; and social policy, planning, monitoring and evaluation.

1. **Goals and objectives**

Assist the Niger CO to prepare its advocacy, resource mobilization and partnerships strategies, based on the priorities outlined in the draft of the new CP 2019-21.

1. **Activities and tasks**
2. *Strategy development*

In close coordination with UNICEF Headquarters and the Regional Office, support the development of the CO advocacy strategy, with clear objectives and advocacy asks; a savvy analysis of the politics involved; and a plan of action based on that analysis, which should include: influencing strategies, a message development process, partnership building for advocacy and an advocacy evaluation.

1. *Message development*

Support the CO to create a new, more positive, narrative for children in Niger. A discourse that focuses on opportunities, linked to children’s potential to contribute positively to devel­opment and progress rather than a narrative focused on deprivations, inequalities and risks that children face.

* The narrative should radiate hope and potential for Niger, while also underscoring the imperatives of respect for human rights, prioritizing the poorest and most marginalized and in­vesting in its children from the earliest years and throughout childhood and youth.
* The narrative should reframe UNICEF’s current discourse on chil­dren, so that it is forward-looking and highlights opportunity, rather than being exclusively retrospective and fo­cused on risks and threats.
* The narrative should be one in which all of the broader stakeholders in Niger’s present and future can find resonance and purpose.
* The narrative should underline opportunities for UNICEF to en­gage with Niger’s children and youth – the country’s greatest asset and half of its citizenry.
1. **Work relationships**

The incumbent will work under the direct supervision of the Representative and in close collaboration with the social policy, partnerships and communications sections.

1. **Outputs / deliverables**

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| **Deliverables**  | **Timeframe** |
| **Strategy development**  |
| Draft of the CO advocacy strategy (2019-21) and plan for 2019 | Tbc base on start date  |
| Final draft approved of the CO’s advocacy strategy and plans  | Tbc base on start date  |
| **Message development** |
| A new set of key messages (a new narrative of hope) covering all sectors (General key messages & key messages per sector) | Tbc base on start date  |
| New set of fact sheets on UNICEF programmes to accompany new CP 2019-21 | Tbc base on start date  |

**Desired competencies, technical background and experience**

1. **Qualifications required**
* Advanced university degree in international relations, social sciences, public relations, communication or a related field
* Knowledge of another UN language is an asset
1. **Work experience**
* Five years of relevant professional experience, including in the development and implementation of advocacy strategies
* Experience working within the UN, particularly with UNICEF, and in contact with National Committees, is highly desirable
1. **Language**
* Fluency in French and English and strong writing and editing skills are required.

**Focal point**

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