

JOB TITLE: Communication Specialist
JOB LEVEL: Level 3
REPORTS TO: Chief of Communication Section (P-5)
LOCATION: Field (Country) Office

JOB PROFILE NO.: 60000055
CCOG CODE: _____
FUNCTIONAL CODE: EI/P3
JOB CLASSIFICATION _____

PURPOSE OF THE JOB

As the Team Lead for the Country Office Digital Communication Team, the incumbent will be responsible for sustaining the Country Office's position as a leading social media reference point. This includes growing the supporter base and reach through state-of-the-art social media content, engagement strategies and paid marketing, with the objective of promoting awareness, understanding, support and respect for children's and women's rights, and support for UNICEF's mission, priorities and programmes in the country office, and at a global level and those of the UN Country Team.

KEY END-RESULTS

1. **Communication strategy:** The Country Office has a clear communication strategy and associated work plan to get children's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.
2. **Media relations:** The Country Office has a well maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web, photo etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation.
3. **Digital media:** The Country Office has a well-maintained website with strong, timely and relevant communications and advocacy products positioning UNICEF as a leading voice for children and an intellectual leader on children's rights.
4. **Social media:** The Country Office has well-maintained social media platforms with strong performance, growth and engagement indicators, that enhances the organization's credibility, brand and position as a leading voice for children.
5. **Networking and partnerships:** The Country Office has a well maintained and continually developed contact list of individuals, groups, organizations and fora whose support is essential to/can assist in achieving the advocacy and communication objectives. Effective working relationships with the UN Country Team and UN communication counterparts are developed, maintained and enhanced.
6. **Celebrities and special events:** The Country Office has a well maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF's effort and who actively participate in special events and activities.
7. **Global priorities and campaigns:** The Country Office has an effective process in place for integrating and taking action on UNICEF's global communications priorities, campaigns and partnerships, disseminating these elements in a locally-appropriate way.
8. **Resource mobilization support;** Global and country level fund-raising activities are supported by effective advocacy and communication strategy and activities.
9. **Management:** Human resources (the communication team) and financial resources (budget planning, management and monitoring) are both effectively managed and optimally used.
10. **Monitoring and evaluation:** Communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy and activities; results and reports are prepared and shared.
11. **Capacity building and support:** The Representative/Senior or Regional Communication Specialist and the country programme team are provided with professional expertise and advice on all aspects of external relations communication as required.

KEY ACCOUNTABILITIES and 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.

- **Communication strategy**

Ensure that the Country Office has a clear communication strategy and associated work plan to support the country programme objectives and get children's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.

Duties & Tasks

- Develop, maintain and update the country advocacy and communication strategy and associated work plan. Strategy and work plan include: an environmental and stakeholder assessment; objectives; target audiences; messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement; ongoing refinement of the strategy.
- UNICEF's rights- and results-based programming approach is appropriately reflected in the communication strategy, work plan and products.
- Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

- **Media relations**

Ensure that the Country Office has a well maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation to a wider audience.

Duties & Tasks

- Promote a better understanding of, respect and support for children's and women's rights and issues by carrying out media, information and education activities in support of UNICEF-assisted development programmes or humanitarian efforts in the country.
- Develop, maintain and update media relations contact list/database.
- Establish, document, review and refine process of communicating with media contacts, including press conferences and events, issuing of media materials etc.
- Ensure rapid and accurate information dissemination to the media, National Committees, NGOs, the field and other appropriate audiences.
- Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats. Ensure or enhance the quality, appropriateness of country specific communication materials, activities, processes and messages transmitted to the press, partners and public.
- Collaborate with mass 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 and share results and findings.
- Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

- **Digital media:**

Ensure that the Country Office has a well-maintained website with strong, timely and relevant communications and advocacy products positioning UNICEF as a leading voice for children and an intellectual leader on children's rights.

Duties & Tasks

- Commission digital media products including feature stories, photo essays, videos and reports to ensure the UNICEF website is up to date with latest news and stories from UNICEF's programmes.
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- Define and determine appropriate tactics to strengthen digital outreach including but not limited to robust paid marketing strategy, best practices and analytics.
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- Enhance existing supporters' level of engagement as well as identifying and targeting new audiences who are primed to support UNICEF's mission, priorities and programmes.

- **Social media:**

Ensure that the Country Office has a well-maintained social media platform with strong performance, growth and engagement indicators.

Duties & Tasks

- Support the strategic planning of Social Media Campaigns with team management, and project and risk management.
- Lead in conceptualization, budgeting, planning and implementation of UNICEF's digital and social media strategies for major initiatives and integrated advocacy campaigns to strengthen UNICEF's efforts in maximizing voice, reach and engagement.
- Manage the development of paid social media content, creative asset development and deployment of creative strategy across key advocacy priority campaigns and initiatives.

- **Networking and partnerships**

Ensure that the Country Office has a well maintained and continually developed contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), whose support is essential to/can assist in achieving the advocacy and communication objectives of the communication strategy.

Duties & Tasks

- Develop, maintain and update partners contact list/database.
- Help establish, document, review and refine process of working collaboratively with partners, including meetings, joint projects, information sharing etc.
- Ensure or enhance the quality, consistency and appropriateness of country-specific communication materials, activities, processes and messages shared with partners.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing.
- Monitor, evaluate and share results and findings with partners.

- **Celebrities and special events**

Ensure that the Country Office has a well maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF's effort and who actively participate in special events and activities that support country programme goals.

Duties & Tasks

- Develop, maintain and update celebrities contact list/database.
- Help establish, document, review and refine process of working with celebrities, including special events, media opportunities, field trips etc.
- Participate in global advocacy activities by planning visits of Goodwill Ambassadors, National Committee representatives, Executive Board members etc. including preparing information materials (e.g., press releases,

programme summaries, country fact sheets and media kits), and necessary logistic arrangements. Highlight the achievements of the country programme. Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

- **Global priorities and campaigns**

In addition to local/national campaigns, ensure that the Country Office has an effective process in place for integrating and taking action on UNICEF's global communications priorities and campaigns, both disseminating these elements in a locally-appropriate way, as well as providing/enabling coverage of the work in the country for global use.

Duties & Tasks

- Support the UNICEF global communications objectives and strategies through development of complementary country specific and local community materials and activities. Work plan should anticipate the inclusion of work on global priorities and campaigns.
- Develop and deploy country office communication capacity to gather/facilitate the content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results.
- Ensure regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

- **Resource mobilization support**

Ensure that global and country level fund-raising activities are supported by effective advocacy and communication strategy and activities.

Duties & Tasks

- Mobilize country office communication capacity to support/facilitate the gathering of content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results in support of fund-raising.
- Mobilize resources for fund-raising support by regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

- **Management**

Ensure that human resources (the communication team) and financial resources (budget planning, management and monitoring) are both effectively managed and optimally used.

Duties & Tasks

- Develop a work plan for communication activities, monitor compliance and provide support and guidance to ensure objectives are met.
- Plan and monitor the use of communication budgetary resources. Approve and monitor the overall allocation and disbursement and liquidation of funds. Take appropriate actions to optimize use of funds.
- Identify, recruit and supervise staff, technical resources and consultants as necessary. Conduct and implement effective performance planning, monitoring, performance development programme as required.
- Ensure communication effectiveness, efficiency and delivery as well as a rigorous and transparent approach to planning, monitoring and evaluation.

- **Monitoring and evaluation**

Ensure that communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis.

Duties & Tasks

- Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated or fed forwarded in the Annual Management Plan, Annual Work Plan, etc.
 - Conduct timely and accurate monitoring and evaluation activities to ensure the communications objectives are met and the strategy is effective.
 - Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings with country, regional and HQ communication colleagues so that best practices benefit UNICEF's communication work.
- **Capacity building and support**

Ensure that the Representative/Senior or Regional Communication Officer and the country programme team are provided with professional expertise and advice on all aspects of external relations communication as required; opportunities are identified and addressed for building communication capacity among country communication team, media and other relevant partners.

Duties & Tasks

- Advise UNICEF management, colleagues and staff on media strategy and implications for action and policies proposed.
- Support communication activities through knowledge management, information exchange and building capacity of the country communications team. Enable appropriate advocacy and communication training, access to information, supplies and equipment, and developing training and orientation material.
- Assist the Programme Communication Officer in the development of communication tools and/or strategies.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training.

JOB GRADE FACTORS

- Report to UNICEF Chief of Communication Section (P-5) or Communication Specialist (NOD).
- Manage communication function by leading a team of professionals and support staff.
- Accountable for communication strategy development, programme formulation, design, planning and implementation, based on rights- and results-based management approach focussed on achieving UNICEF's communication priorities as established by the country office, DOC and supportive of the UN Country Team.
- Manage and deliver goals, objectives and results of communication programme in the context of a medium-sized country office with a broad range of projects. Make sound recommendations on communication policy and strategy taking into consideration the situations in the locality. Promote the organization goals of UNICEF through active external relations communication, advocacy, participation and policy dialogues.
- Works closely with the Representative especially with regards to relationship with mass media and senior government officials, and develop external relations strategy. Manages media relations as per established strategies and campaigns.
- Provide feasible and effective recommendations on communication implementation, alternative approaches, and optimal utilization of resources that contribute effectively to the awareness, advocacy and promotion of the rights of children and women.

- Establish communication work plan, monitor compliance and provide training, support and guidance to communication team and human resources management in the area of communication.
- Ensure timely and effective technical decision making on situation analysis, communication strategy, planning, implementation and evaluation.
- Approve the overall allocation and disbursement of funds ensuring they are properly used.

QUALIFICATION and COMPETENCIES ([] indicates the level of proficiency required for the job.)

1. Education

Advanced university degree in Communication, Journalism, Public Relations.

(Or A first University Degree combined with **2 additional years of professional experience** may be accepted in lieu of an Advanced University Degree in the field of journalism, communications, external relations, public affairs, public relations or corporate communications.)

2. Work Experience

Five years of progressively responsible and relevant professional work experience in communication, print, broadcast, and/or new media.

International and national work experience (for IP). Field work experience (for NO). Background/familiarity with Emergency situations.

3. Language Proficiency [II]

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

4. Competency Profile (For details on competencies please refer to the *UNICEF Professional Competency Profiles*.)

i) Core Values (Required)

- Care
- Respect
- Integrity
- Trust
- Accountability

ii) Core Competencies (Required)

- Nurtures, Leads and Manages People (1)
- 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)
- Drives to achieve impactful results (2)
- Manages ambiguity and complexity (2)

iii) Functional Competencies (Required)

- Persuading and Influencing (2)
- Applying Technical Expertise (2)
- Entrepreneurial Thinking [2]

vi) Technical Knowledge

a) Specific Technical Knowledge Required (for the job)

(Technical knowledge requirements specific to the job can be added here as required.)

- Executive Board and other policy documents.
- Executive Directives
- Mid-Term Strategic Plan (MTSP)
- UN/UNICEF Policy Papers

- UNICEF programme policy, procedures and guidelines.
- Rights-based and Results-based approach and programming in UNICEF
- General administrative and financial guidelines.
- Human resources manual
- UNICEF communication and other DOC guidelines
- Communication toolkit
- Brand Toolkit and Brand Book
- UNICEF Stylebook
- Ethical Guidelines on Reporting on Children

b) Common Technical Knowledge Required (for the job group)

General knowledge of:

- Communication management. Knowledge of theories and practices in communication research planning and strategy.
 - Fundamentals for working in various media formats – digital and social media, print, audio, video etc.
 - Computer systems/applications and network, including internet navigation, office applications, and specifically, interactive digital media.
 - Knowledge of United Nations or other international organizations;
 - Global human rights issues, specifically relating to children and women.
 - UNICEF communication goals, policies, guidelines and strategies.
 - UNICEF policies and strategy to address national and international issues.
 - UNICEF emergency communication policies, goals, strategies.
 - Gender equality and diversity awareness

c) Technical Knowledge to be Acquired/Enhanced (for the Job)

- Expertise of management, communication strategy and networking.
- Technical competence in producing content for various media formats – digital and social media, print, audio, video etc.
- UN policies and strategy to address international humanitarian issues and the responses.
- UN common approaches to programmatic issues and UNICEF positions
- UN security operations and guidelines.

Child Safeguarding Certification

(to be completed by Supervisor of the post)

Child Safeguarding refers to proactive measures taken to limit direct and indirect collateral risks of harm to children, arising from UNICEF’s work or UNICEF personnel. Effective 01 January 2021, Child Safeguarding Certification is required for all recruitments.

1. Is this position considered as "elevated risk role" from a child safeguarding perspective?* If yes, check all that apply below.	<input type="checkbox"/> Yes x No
2a. Is this a Direct* contact role? 2b. If yes, in a typical month, will the post incumbent spend <u>more than 5 hours</u> of direct interpersonal contact with children, or work in their immediate physical proximity, with limited supervision by a more senior member of personnel. <i>*"Direct" contact that is either face-to-face, or by remote communicate, but it does not include communication that is moderated and relayed by another person.</i>	<input type="checkbox"/> Yes x No <hr/> <input type="checkbox"/> Yes x No
3a. Is this a Child data role? *:	<input type="checkbox"/> Yes x No

<p>3b. If yes, in a typical month, will the incumbent spend <u>more than 5 hours</u> manipulating or transmitting personal-identifiable information of children (names, national ID, location data, photos)</p> <p><i>* "Personally-identifiable information", in this context, means any information relating to a child who can be identified, directly or indirectly, by an identifier like a name, ID number, location data, photograph, etc. This is a "child data role".</i></p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>4. Is this a Safeguarding response role*</p> <p><i>*Representative; Deputy representative; Chief of Field Office; the most senior Child Protection role in the office; any focal point that the office designated for Child Safeguarding; Investigator (Office of Internal Audit and Investigations)</i></p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>5. Is this an Assessed risk role*?</p> <p><i>*The incumbent will engage with particularly vulnerable children¹; or Measures to manage other safeguarding risks are considered unlikely to be effective².</i></p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>

¹ Common sources or signals of additional vulnerability may include but are not limited to: age of the child (very young children); disability of the child; criminal victimization of the child; children who committed offences; harmful conduct by the children to themselves or others; lack of adequate parental care of the children; exposure of the children to domestic violence; a humanitarian context; a migrant (refugee/asylum-seeking/IDP) context. No 'baseline' vulnerability will be set. Hiring Managers will need to use judgment, taking into consideration the implications that follow from an assessed risk role (additional vetting scrutiny, training).

² i.e. the role-risk will be compounded by other residual risks.