**TERMS OF REFERENCE FOR TEMPORARY APPOINTMENT**

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| **Post Title:** | **Social & Behavior Change Specialist** |
| **Post Level:** | **P3 TA** |
| **Contract Duration:** | **365 Days** |
| **Duty Station:** | **Damascus** |
| **Supervisor:** | Chief, Social and Behavior Change |

**Background:**

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 espeically 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.

**Purpose Of Assignment:**

The Social and Behavior Change Specialist reports to the **Chief of section** for general guidance and supervision. The Specialist provides technical and operational support for developing a systematic, planned and evidence-based strategy and process for SBC as an integral part of programme development, planning and implementation. Through communication and engagement, as well as the empowerment and participation of stakeholders, communities, children, civil society partners, and government counterparts, s/he promotes measurable behavioral and social change/mobilization. This subsequently contributes to the achievement of sustainable and concrete results in improving children’s rights, survival and wellbeing in the country.

**Main Duties/Responsibilities:**

**Summary of key functions/accountabilities:**

1. **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.
2. **Design, plan and implement:** Design, plan and implement SBC activities that are gender sensitive and backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.
3. **Support operationalization of SBC by advocating for SBC**, mobilizing resources and coordinate as required with relevant stakeholders. **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.
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* 1. **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 sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, design and conduct SBC situation analyses and formative research that identify social and behavioral drivers; initiate, commission, manage and/or utilize qualitative and quantitative research on social and behavioral drivers that include behavioural analysis, human centred design, social listening, behavioural insights, participatory research and/or RCT.
  + Establish community feedback mechanisms and use feedback to inform community engagement and SBC actions for disaster preparedness, response, recovery and resilience. Generate and use SBC evidence, data, and assessments for disaster preparedness, response, recovery and resilience.
  + Develop terms of reference, research tools, M&E frameworks and protocols for generating evidence to inform SBC initiatives and apply tools, methodologies and frameworks for data collection, tracking, monitoring and reporting and disseminating SBC results.
  + Conduct and/or participate in country programme monitoring and evaluation exercises and make recommendations on workplan revisions based on the results.
  + Develop and manage relationships with external partners, vendors and consultants for research and evidence generation and support of SBC.
  + Report SBC activities to various stakeholders and on UNICEF system such as end of year reporting, donor reports and any other required.

* 1. **Design, plan and implement SBC activities that are gender sensitive and backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.**
  + In collaboration/consultation with UNICEF sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, develop, implement and monitor evidence-based SBC strategies and activities, in line with global standards and UNICEF priorities and approaches.
  + In collaboration/consultation with UNICEF sectoral and cross-sectoral colleagues and implementing partners, select appropriate SBC activities and platforms for engagement, ensuring quality and integration of the latest evidence and science-backed approaches. In this process, oversee coordination with SBC stakeholders and partners to align plans and activities.
  + Identify, propose and implement evidence-based programme/strategy recommendations from current data, evidence and trends for priority social and behavioral issues and ensure the integration of gender issues and latest innovative approaches and technology in SBC in programme approaches and advocate for their adoption among internal and external stakeholders.
  + Apply the above skills of designing, planning, implementing and monitoring of community engagement and SBC interventions in the context of humanitarian emergencies.
  + Make viable recommendations on inclusion of community engagement and social and behavioural approaches in sectoral work plans and strategies of other UNICEF sectors. Advocate for the inclusion of community engagement and social and behavioral approaches in sectoral workplans based on active participation in sectoral programme planning and reviews and viable recommendations for the integration of SBC as well as for different field offices.

* 1. **Support operationalization of SBC by advocating for SBC, mobilizing resources and coordinate as required with relevant stakeholders.**
* Represent UNICEF’s interests in partnerships such as the UN Joint Program and manage development of and progress against joint project agreements with relevant partners; represent the UNICEF CO and SBC Section in various fora and among partners as relevant and necessary.
* Collaborate with national, regional and/or global partners to link and coordinate SBC approaches.
* Cultivate resource mobilization opportunities and produce proposals, reports and other materials to support resources mobilization. Contribute to mobilizing human resources for SBC, including staff, consultants and external vendors.
* Identify, recruit and supervise consultants, vendors and other technical expertise to support delivery of SBC activities. Plan, use and track the use of resources and verify compliance with organizational guidelines and standards.
* Contribute to financial planning, budget planning and tracking and financial management for SBC.
* Identify, disseminate, and adopt best practices and innovative approaches and technology in SBC, integrate them in programme approaches and support SBC and sectoral teams in implementing them.
* Advocate internally and externally for integration of SBC in national systems, in the country programme, and in sectoral plans.
* Coordinate with stakeholders and partners for the implementation of community engagement and SBC in humanitarian actions.

* 1. **Promote continuous learning, strengthening, and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.**
* Identify, design, and organize SBC training materials and opportunities for staff and partners, including on new approaches such as behavioural analysis, behavioural insights, human-centered design, social listening, and social accountability mechanisms.
* Develop and/or use and adapt existing UNICEF learning resources, guidelines and training materials to build SBC capacity among staff, implementing partners and relevant government and non-government counterparts.
* Develop and institutionalize best practices, facilitate the exchange of experiences and provide technical assistance for the uptake of new SBC methods and knowledge internally and externally.
* Plan and implement SBC capacity assessments within the CO.
* Identify and develop mechanisms to strengthen documentation and knowledge management as well as systems for community engagement in humanitarian contexts.
* Develop and/or adapt capacity development tools and activities for humanitarian programming with a focus on preparedness, response and recovery.

**Minimum Required Qualifications:**

**Education:**

An advanced university degree in one of the following fields is required: Social Sciences, Monitoring and Evaluation, International Relations, Political Science, or another relevant technical field.

**Work Experience:**

* A minimum of five years of professional experience in one or more of the following areas is required: social development programme planning, social and behavior change, communication for development, gender, M&E public advocacy or another related area.
* Relevant experience in a UN system agency or organization is considered as an asset.
* Experience working in a developing country is considered as an asset.

**Language Skills:**

Fluency in English is required. Knowledge of Arabic is desirable.