



UNITED NATIONS CHILDREN'S FUND JOB PROFILE

I. Post Information

Job Title: **Social & Behavior Change Officer (S&BC)**
Supervisor Title/ Level: **S&BC Specialist Level 3**
Organizational Unit: **Child Survival, Development and Environment (CSDE)**
Post Location: **UNICEF Viet Nam**

Job Level: **Level 2-temporary (364 days)**
Job Profile No.:
CCOG Code: **1L05**
Functional Code: **CFD**
Job Classification Level: **Level 2**

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 programmes, 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.

Job organizational context:

UNICEF is shifting to a new partnership phase with Viet Nam for 2022-2026 Country programme. As one of core programmes, CSDE expects to achieve the outcome of *'By 2026, pregnant women, children, and adolescents have equitable, quality health care and immunization, access to safe water and sanitation, adequate nutrition, access to mental health support services, social and child protection services in health facilities, live in safe and green environments and have the skills to practice healthy behaviours.'*

The programme consists of in health, nutrition, water and sanitation and hygiene (WASH), disaster risk reduction (DRR), climate change (CC) and child protection prioritizes to address the unfinished agendas around inequalities in maternal and child mortality and access to health care, nutrition, and WASH services, prevention and reduction of malnutrition, prevention and response to abuse and violence against children, social work development in the

health sector, natural disasters emergency responses, climate change mitigation and adaptation, and resolution of new or emerging public health threats facing mothers and children in Viet Nam, including the COVID-19 pandemic. These include:

1. Reducing maternal and child mortality, especially in provinces with ethnic minorities
2. Protecting, maintaining vaccination results, and increasing vaccination coverage in the disadvantaged areas, including COVID-19 vaccination
3. Reducing child malnutrition in all forms, focusing on a reduction of stunting among children in ethnic minority and disadvantaged areas, overweight and obesity among children and adolescents, which are becoming prevalent in Viet Nam
4. Increasing access of people, especially ethnic minorities, to WASH services
5. Expanding access to early child stimulation and early identification, referral, and rehabilitation of children with disabilities and mental health problems among women, children, and adolescents,
6. Response to climate change and air pollution
7. Gender, gender equality, violence against women and children
8. Strengthening capacity to respond to natural disasters emergencies, disease outbreaks, and COVID-19 pandemic
9. Making children the center of climate change policies, involving children as agent of change, and protecting children from the impact of climate change and environmental degradation.

Purpose for the job:

The Social & Behavior Change Officer reports to the S&BC Specialist for supervision and guidance. The Officer provides technical and operational support to the S&BC Specialist and CSDE programme in areas of Health, Nutrition, WASH and DRR/Climate Change by administering, implementing, monitoring and/or evaluating a variety of S&BC initiatives and activities to promote community engagement and participation, and measureable behavioral and social change/mobilization, requiring the application of technical and theoretical skills and thorough knowledge of organizational goals, rules, regulations, policies and procedures to complete tasks.

III. Key function, accountabilities, and related duties/tasks

Summary of key functions/accountabilities:

1. **Support to strategy design and development of S&BC activities**
2. **Support to implementation, monitoring and evaluating of S&BC activities**
3. **Advocacy, networking, and partnership building**
4. **Innovation, knowledge management and capacity building**

1. Support to strategy design and development of S&BC activities in areas of health, nutrition, WASH, DRR and CC

- Research and/or participate in conducting comprehensive S&BC situation analysis of social, communication, cultural, economic, and political issues in the country/region. Collect and synthesize qualitative and quantitative information and data to support the establishment of comprehensive and evidence-based information for developing and planning the S&BC component of the CSDE's programme.

- Collect, synthesize, draft and/or organize materials and related documentations for evidence-based S&BC strategies and plans as a component of the CSDE programme to ensure optimum impact, scale, and sustainability of achievements/results.
- Assess, select and/or recommend appropriate information and materials for S&BC initiatives verifying accuracy and quality for dissemination.
- Monitor and assess the impact of S&BC strategies and activities on the CSDE programme goal and outcome to achieve measurable behavioral and social change resulting in the improvement of children's rights and wellbeing. Submit qualitative report/synthesis of results for development planning and improvement.

2. Support to the implementation, monitoring and evaluation of S&BC activities in areas of health, nutrition, WASH, DRR and CC

- Collaborate and/or consult with internal and external partners to provide operational and technical support to research, develop, and produce evidence-based strategies and test, produce, and use quality S&BC materials, organize events and activities to ensure community engagement and participation, and maximum outreach and impact on behavioral and social change.
- Provide technical, administrative, and logistical support and background materials to carry out S&BC strategies and activities and recommend operational strategies, approaches, plans, methods, and procedures to ensure community engagement and participation, and optimum outreach and impact.
- Assess and recommend potential contacts, networks, resources, and tools to support maximum impact and outreach of S&BC initiatives.
- Follow up and monitor the production of S&BC materials to ensure technical quality, consistency and relevancy of communications materials that are developed, produced, and disseminated to target audience (e.g., individuals, communities, government officials, partners, media etc).
- Collect, assess, and organize information for budget planning and management of programme funds and prepare documentations and related materials for financial planning for S&BC initiatives. Monitor/track the use of resources as planned and verify compliance with organizational guidelines, rules and regulations and standards of ethics and transparency.

3. Advocacy, networking, and partnership building for CSDE programme and UNICEF Viet Nam country office

- Build and maintain partnerships through networking and proactive collaboration with national and international civil society organisations, mass organizations, community groups, leaders and other critical partners in the community and civil society to reinforce cooperation through engagement, empowerment, and self-determination and to pursue opportunities for greater advocacy to promote UNICEF mission and goals for child rights, social equity, and inclusiveness.
- Collaborate with internal global/regional communication partners to harmonize, link and/or coordinate messaging to enhance S&BC outreach and contribution to programmatic outcomes

4. Innovation, knowledge management and capacity building

- Institutionalize/share best practices and knowledge learned/products with global/local partners and stakeholders to build capacity of practitioners/users and disseminate products to key audiences including

partners and donors.

- Support the organization, administration and implementation of capacity building initiatives, including partnerships with training and academic institutions, to enhance the competencies of clients/stakeholders/partners across programme sectors in S&BC planning, implementation, and evaluation in support of programmes/projects. Develop training materials for training activities, and revise and update them as necessary.

IV. Impact of Results

The efficient and effective technical, administrative, and operational support provided to the development and implementation of S&BC advocacy initiatives and products directly impact on the ability of UNICEF to promote social, political, and economic action and changes in behaviors, social attitudes, beliefs and actions by communities, individuals and societies on children's rights, survival, and wellbeing. This in turn contributes to enhancing the ability of UNICEF to fulfill its mission to achieve sustainable, locally owned, and concrete results in improving the survival, development, and wellbeing of children 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

- Demonstrates Self Awareness and Ethical Awareness (1)
- Works Collaboratively with others (1)
- Builds and Maintains Partnerships (1)
- Innovates and Embraces Change (1)
- Thinks and Acts Strategically (1)
- Drive to achieve impactful results (1)
- Manages ambiguity and complexity (1)

VI. Recruitment Qualifications

Education:

An advanced university degree in one of the following fields is required: social and behavioral science, communication, public relations, sociology, anthropology, psychology, public health, WASH, DRR, climate change, education, marketing, cooperation and development, or another relevant technical field.

Additional relevant post-graduate courses that complement/supplement the main degree are strong assets.

<p>Experience:</p>	<p>A minimum of two years of professional experience in one or more of the following areas is required: social development programme planning, behaviour change communication, social change communication, public advocacy, or another related area.</p> <p>Strong experience to manage, coordinate and implement the development projects is required.</p> <p>Following experiences are considered as the assets:</p> <ul style="list-style-type: none"> • Relevant experience in a UN system agency or organization. • High level of competence in working with people, especially partners in the Government, international development agencies and INGOs. • Strong understanding of local government and community contexts in Viet Nam. • Ability to create relevant and meaningful content across a variety of appropriate mediums. • Ability and proven experience crafting messages and products in various formats of communication materials and assets. • Ability to develop and produce communication materials and assets targeting different audience groups. • Ability to effectively and respectfully work with a team of different cultural and sectoral backgrounds. • Facilitation skills and ability to manage diversity of views in different cultural contexts.
<p>Language Requirements:</p>	<p>Fluency in English is required.</p> <p>Knowledge of another UN language is an asset.</p>