

Terms of Reference

TEMPORARY APPOINTMENT (364 days)

Title- Emergency Communication 4 Development Specialist- P-3

Title & Level	Communication 4 Development Specialist- P-3
Location	Freetown – Sierra Leone
Duration	364 days
Start Date	1st April 2021
Reporting to	Communication Specialist P-3
Budget Code/PBA No	
Project and activity codes	

I. 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 favouritism. 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 fulfil their potential but also will lead to sustained growth and stability of countries. Therefore, 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.

Despite a relative peace and stability following a decade-long civil war, Sierra Leone remains indeed a fragile country that is highly vulnerable to shocks. Recurring localized floods, landslide, windstorms, fires and rock falls compounded with cholera, lassa fever, measles which are the among the most common communicable diseases in Sierra Leone have had negative cumulative impact on lives of the population. The country is now ranked as one of the most prone to disasters in a context of high poverty levels, weak public health system, poor infrastructures, inadequate access to water and sanitation, limited accountability mechanisms, low education and poor essential health care and hygiene practices.

II. PURPOSE OF THE TEMPORARY APPOINTMENT (TA)

Job organizational context:

The 2020 COVID-19 and 2021 Polio Outbreak emergencies, as well as the recent resurgence of Ebola cases in Guinea, with potential outbreak risk in Sierra Leone, pose a long-term risk of protracted outbreak emergencies with far reaching impact on economy, social and

environment. Responding and strengthening RCCE preparedness and response systems and empowering and building resilience of communities constitute essential conditions to reduce vulnerability to climate-related and other economic, social, health and environmental shocks/disasters and for sustainable poverty reduction.

Risk Communication and Community Engagement is recognized in this regard as a key pillar of emergency response in the country, as demonstrated notably by the 2014-2015 Ebola and 2020 COVID-19 emergency response, helping ensuring effective communication with the public, engagement of children, youth, communities, local partners and other stakeholders to support prevention and response to public health emergencies, including mitigating secondary impacts across health, education, social and child protection

In Sierra Leone, UNICEF is one of the core partner and members of the COVID-19 Risk Communication and Social Mobilization pillar, co-lead of the Polio RSCM Pillar and the EVD RSCM Pillar, as well as primary focal point for information exchange and coordination on RCCE within UN system. UNICEF C4D is in this regard providing technical and operational support to both RCCE Pillar and partners for the design, implementation, and monitoring evidence-based risk communication and community engagement response, including ensuring coordination and synergy of actions in deployment of RCCE interventions and promotion of measurable behavioral and social change/mobilisation.

In a country prone to disaster and disease outbreak, the COVID-19 emergency has demonstrated the need to invest further in institutionalizing and sustaining Risk Communication and Community Engagement (RCCE) response and capacities as a key action in building resilience of communities to shock and maintaining positive gains made in areas of health, nutrition, education, and child protection among others.

Purpose for the job:

The Emergency C4D Specialist is responsible to coordinate and manage UNICEF CO C4D/Risk Communication and Community Engagement (RCCE) preparedness and response by helping to strengthen and sustain national RCCE interventions, processes, and capacities, with specific focus on participatory community engagement and mainstreaming of AAP principles and processes.

III. SUMMARY OF KEY FUNCTIONS/ACCOUNTABILITIES

Under the general guidance and supervision of the Communication 4 Development Specialist P-3, the incumbent has the following key functions/accountabilities:

A. FACILITATION AND COORDINATION

- **Support government RCCE partner in coordination of national RCCE coordination mechanism - RSCM Pillar(s) and sub-working groups (WG).** Working with government partners, local civil society, non-governmental organizations, partners and other relevant actors (e.g. mobile network operators, media, etc.), ensuring discussions are participatory, results oriented and well-documented.
- **Provide technical support to the RSCM pillar(s)** on the adaptation of national strategies, standards, protocols, guidelines, training manuals and communication materials for RCCE.
- **Facilitate and coordinate update, review and monitoring of RSCM pillar strategy based on risk communication and community needs,** with objectives and indicators, through consultative and inclusive processes –

including the views of national NGOs, government, mobile network operators (MNOs) and other relevant stakeholders.

- **Facilitate RCSM Pillar and sub-group activities**, initiating them when necessary, including needs assessments, multi-agency/sector information campaigns and collective advocacy, with a view to building a coherent multi-sector strategy and network of partners working in this area
- **Maintain the profile of the RCSM pillar** and ensure strong representation of risk communication and community engagement needs and priorities in inter-pillar emergency meetings as necessary.
- **Coordinate identification, inclusion, collect, monitoring and analysis of appropriate RCCE indicators**, as well as the response monitoring framework.
- Coordinate RCSM Rumours and Data Management working group, including **ensuring that partners are familiar with and use reporting format for activities, that the working group mailing list and contact details are regularly updated and that the shared drive is organised well**, populated with key documents, assessments, evaluations and WG outputs, to build a common knowledge base among partners.
- **Serve as a primary focal point on RCCE-related issues for UNICEF CO** and advocate, educate, and forge consensus among all those involved in the emergency response, on RCCE tools and approaches for establishing effective community engagement.
- **Work on the design of appropriate transition strategies** for RCSM pillar, in partnership with the government, including how coordination mechanisms and membership will change during the transition from the emergency to recovery and develop an 'exit strategy'.

B. RCCE PROGRAMMING AND PARTNERSHIP MANAGEMENT

- Contribute to **UNICEF's response strategy, work planning and contingency planning processes** and with other sectors to ensure cross sectoral response programming (Health, WASH, Nutrition, Protection, Education).
- **Develop integrated Health, Nutrition, WASH, Child Protection and other sectors culturally relevant key messages and IEC materials** as necessary, for printing, TV, radio spots and social media messaging.
- **Liaise with and support field offices, RCCE focal persons and sub-groups** in designing and implementing risk communication activities.
- **Identify, mobilize and maintain partnerships** for involvement and contribution into the RCCE response to outbreak, including for strong partnerships with community groups, leaders and other partners in the community and civil society for promotion of participation in social and behavioral changes supportive of UNICEF's response. Support the development of Partnership Agreements as required.
- **Build capacity of partners in RCCE with emphasis on participatory approaches and tools**, including community dialogues, mediating meetings, co-creation of key messages, and whenever possible developing practical exercises at community level.
- **Contribute to programme cycle and funding processes** including participation in Central Emergency Response Fund (CERF) appeals, and Humanitarian Fund allocations, or equivalents.

C. STRENGTHEN EVIDENCE-BASED RESPONSE THROUGH ENHANCED DATA AND INFORMATION MANAGEMENT SYSTEMS:

- **Provide technical supervision and guidance to improve evidence-based response**, incl. on formative research and monitoring and evaluation of RCCE activities in emergency response.
- **Support and coordinate conduct of rapid polling and qualitative research** to understand community information needs, communications preferences, community dynamics, social norms, cultural beliefs, superstitions and other anthropological factors that could impact programmes;
- **Provide advice and support to enable a predictable approach to how RCCE partners are collecting, protecting, analyzing, sharing and aggregating data** about risk communication and community preferences priorities, feedback and participation.
- **Design and produce an engaging reporting product that can be shared within coordination** to regularly update them as to the priority concerns and issues of the community.
- **Support CO the documentation of the COVID-19 response in Sierra Leone**, response to other emergencies as needed, including innovative practices, approaches and latest technologies (e.g. U-Report);
- **Organize sharing of experiences** among UNICEF staff and partners on C4D lessons learned, strategies and tools to prevent and mitigate the impact of emergencies

D. FEEDBACK MECHANISMS / COMMUNITY PERCEPTION AND FEEDBACK:

- **Map existing complaint and feedback channels and support organizations** to establish additional channels based on identified gaps and community preferences. **Identify community preferences for feedback channels**, including for sensitive issues (conducting risk assessments where necessary).
- **Develop a process of aggregating the analysis of community feedback provided by organisations to deliver an overview of priority concerns and issues of the community.** Seek inputs from cluster/sector leads and other decision-makers to ensure the output reflects their information needs.
- **Undertake community-based monitoring of feedback mechanisms** to ensure that they accurately reflect community preferences and the changing context.
- **Provide analysis of trends in community feedback** and propose programme recommendations to resolve issues.

IV. QUALIFICATIONS OF SUCCESSFUL CANDIDATE

- V. An advanced university degree** in communication for social and behaviour change, political science, social science, international studies or a related field (Sociology, Anthropology, Psychology, community-based development, Health Education, etc.).
A first University Degree in a relevant field combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree
- **A minimum 5 years** of progressively responsible work experience in planning and management of communication for development programmes, with practical experience in the adaptation and application of communication planning processes to specific programmes.

- Substantive relevant experience in emergency countries with proven background/experience in Risk Communication and Community Engagement (RCCE) in areas of humanitarian and/or health emergencies.
- Demonstrable experience in coordinating multi-stakeholder working groups to achieve common goals in humanitarian settings, in developing and implementing community engagement strategies.
- Experience in building consensus and brokering partnerships.
- A good understanding of information management (including data flows, protection and analysis), as well as qualitative and quantitative data collection methods.
- Strong analytical skills and a keen interest and motivation for inter-agency coordination.
- Experience facilitating participatory approaches is highly desirable.
- Ability to work collaboratively as part of a team in a challenging and highly fluid environment, flexibility and the ability to handle constant change.
- Experience in the field of C4D/SBC in emergency/humanitarian context is an asset.
- Fluency in English is required. Knowledge of local language is an asset

VI. COMPETENCIES OF SUCCESSFUL CANDIDATE

Core Values: Care, Respect, Integrity, Trust & Accountability

Core competencies skills:

- 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)

Functional Competencies:

- Analyzing (3)
- Deciding and initiating action (2)
- Applying Technical Expertise (3)