TERMS OF REFERENCE FOR TRMPORARY APPOINTMENT

Title: Programme Specialist, ECD/Nutrition Community Engagement   **Level**: P4

Duration: 364 days   **Location**: Lusaka, Zambia

Purpose:
Under the supervision of the Deputy Representative (supported by ECD multi-sectoral Lead and Nutrition multi-sectoral Lead) the incumbent will be responsible for the community level engagement programming supported by UNICEF Zambia in early childhood education, playful parenting and household nutrition counselling are coordinated and coherent contributing to sustainable behaviour change and programmed through national systems particularly government structures. The incumbent will liaise closely with the C4D focal points in the Nutrtion section and the C4D Specialists in carrying out his/her responsibilities. Additionally, the incumbent will support the Deputy Representative in coordinating the sectoral inputs into the integrated platform (Nutrition, ECD and Ending Child Marriage)

Responsibilities and Tasks:

1. **Implementation of C4D activities**
   - Collaborate with, advise and/or consult internal partners and external partners to design evidence-based strategies and formulate, produce and test materials to organize C4D activities on early childhood development, playful parenting, multi-sectoral nutrition to ensure community engagement and participation, maximum outreach and impact on behavioral and social change.
   - Confirm/approve the technical quality, consistency and relevancy of communications materials that are developed, produced and disseminated to key audiences (e.g. individuals, communities, government officials, partners, media etc). Recommend and/or select appropriate multiple media and communication format and platforms (e.g. print, digital/social media, TV/Radio, Web etc.). Manage the production and implementation of multi-media initiatives for compliance with targets and plans.
   - Carry out C4D advocacy activities with/for a wide range of constituents, stakeholders, partners, communities, etc. to encourage/promote engagement and dialogue, inclusion, self-determination and participation in mobilizing social, political, behavioral and cultural change to achieve sustainable programme results on children and women's rights, equity and wellbeing. Develop/select materials and other communication tools for C4D events.
   - Identify, establish and maintain active interaction/relations with media, academia, research and implementing organizations and other strategic partners and networks to communicate/advocate UNICEF's competencies and achievements to ensure their engagement, interests and support in promoting social/political engagement for political action on children's rights.
   - Conduct and/or participate in M & E and Evaluation exercises, including country programme previews, meetings and mid-term/annual reviews to assess/report on efficacy/outcome of C4D on UNICEF and CO Strategic Plans/Goals. Take timely action to ensure the achievement of results as planned and allocated. Integrate/disseminate lessons learned in development planning and improvements.

2. **Technical and operational support**
   - Collaborate with internal CO, RO and/or HQ colleagues to provide expert advice on the development of evidence-based strategies, approaches, policies and the planning of C4D social and resource mobilization initiatives in support of programmes/projects implementation and delivery of results.
   - Participate in CO strategic discussions to collaborate on policy and agenda setting for C4D advocacy and investments and related external relations and resource mobilization initiatives.
   - Participate in budget planning and management of programme funds and submit financial plan for C4D initiatives. Approve the use of resources as planned and verify compliance with organizational guidelines, rules and regulations and standards of ethics and transparency.
   - Provide support to the Deputy Representative in identifying the specific inputs into the integrated platform, including the development of accountability framework and systems for monitoring the achievements within the integrated platform by all relevant sectors.

3. **Support to strategy design and development of C4D activities**
   - Conduct, participate and/or manage a comprehensive C4D situation analysis of social, cultural, communication, economic and political issues in Zambia with regard to ECD and multi-sectoral nutrition programming. Assess/synthesize qualitative and quantitative information and data to establish comprehensive and evidence-based information for developing and planning the C4D component of the ECD and nutrition programme.
   - Participate in programme planning and reviews to determine/discuss the underlying and contextual issues to be addressed (e.g. policies, gender/children inequality, cultural/social behavior etc) to ensure the successful and sustainable delivery of programme results and provide technical advice on evidence-based approaches, strategies and plans of action for C4D to promote behavioral and social change.
   - Prepare materials and related documentations for evidence based C4D strategies and plans (as a component of the ECD and nutrition programme) to ensure optimum impact, scale and sustainability of achievements/results.
   - Collaborate/consult with a wide range of partners and stakeholders to ensure synergy, integration, coherence, and harmonization of C4D activities with UNICEF MTSP, CO global communications and advocacy activities and UN System development activities and initiatives at the CO level, including in humanitarian response.

4. **Advocacy, networking and partnership building**
   - Identify, build and maintain partnerships through networking and proactive collaboration with strategic partners, e.g. academia; research and implementing organizations; media and communication networks; celebrities; journalists; media ; all sectors/levels of society, and critical audiences to reinforce cooperation and/or pursue opportunities for C4D advocacy to promote UNICEF's mission and goals for child rights, social equity and inclusiveness.
   - Collaborate with internal global/regional communication partners to harmonize, link and/or coordinate strategies and messaging and use of multiple media and communication platforms to enhance C4D outreach and impact.

5. **Innovation, knowledge management and capacity building**
   - Implement innovative practices, approaches and latest technology on multiple media and social/digital platforms for C4D that are appropriate/available for the CO context and audience.
   - Engage in evidence generation and research initiatives that may contribute to improved evidence in C4D practices and influence national and local policies and investments in C4D for sustainable results.
   - Institutionalize/share best practices and knowledge learned for products with global/local partners and stakeholders to build capacity of practitioners, local networks, and government partners.
   - Organize/implement capacity building initiatives to enhance the competencies of clients/stakeholders/government and non-government partners in evidence based C4D planning, implementation and evaluation in support of programmes/projects.

Minimum Qualifications and Competencies:

Education Required:
An advanced university degree in one of the following fields is required: social and behavioral science, sociology, anthropology, psychology, education, communication, public relations or another relevant technical field.

Experience Required:
(i) A minimum of eight years of professional experience in one or more of the following areas is required: social development programme planning, communication for development, public advocacy or another related area.
(ii) Experience in supporting C4D programming in early childhood development, playful parenting and/or integrated nutrition (stunting reduction) programming will be an added advantage
(iii) Relevant experience in a UN system agency or organization is considered as an asset.
(iv) Experience working in a developing country is considered as an asset.

Language(s) Requirement:
Fluency in English is required. Knowledge of another official UN language or local language of the duty station is considered as an asset.

Competency Profile:

Core Values (Required)

- Care
- Respect
- Integrity
- Trust and
- Accountability

Core Competencies (Required)

- Builds and maintains partnerships
- Demonstrates self-awareness and ethical awareness
- Drive to achieve results for impact
- Innovates and embraces change
- Manages ambiguity and complexity
- Thinks and acts strategically
- Works collaboratively with others