

TERMS OF REFERENCE

(FOR Temporary Appointments)



UNICEF-BCO: TERMS OF REFERENCE (TOR)

Job Title and Level: Communication Officer (No-A)

Section: Communication & Advoc- Cox's Bazar

Duration: 364 days

Duty Station: Cox's Bazar

Reports to: Kusali Nellie Kubwalo, Communication Specialist

1. Purpose of Assignment:

Cox's Bazar District is currently hosting over 920,000 Rohingya refugees since August 2017. Over half of the refugee population is estimated to be under the age of 18. Since the most recent influx of refugees, the Bangladesh government and humanitarian actors have been working to meet the urgent humanitarian needs of both the Rohingya refugees and the affected local host population.

Four years into the response, as it evolves from a humanitarian disaster to a crisis of protracted displacement, significant ongoing challenges persist while new and pressing concerns arise; there is therefore need to increase the visibility of the UNICEF humanitarian response both locally and internationally.

The successful candidate will assist in planning, implementing, monitoring and evaluating an advocacy and communication strategy to get children's and women's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives in the country, and enhance the organization's credibility and brand.

KEY END-RESULTS

- 1. Communication strategy:** The production of communication products and materials are timely executed and followed up to support country communication strategy, regional and global campaigns and priorities, and to support resource mobilization as set out in the work plan.
- 2. Media relations:** Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.
- 3. Social media:** The Country Office has a well-maintained social media platform with strong performance, growth and engagement indicators, that enhances the organization's credibility, brand and position as a leading voice for children.
- 4. Monitoring and evaluation:** Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Results and reports are prepared and shared on a timely basis.
- 5. Celebrities, partners and special events:** The Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), is maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the country programme goals.

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.

1) Communication materials

Ensure that the production of communication products and materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.

Duties & Tasks

- Implement the tasks in the country communication work plan and strategy as assigned.
- Gather content and coverage of relevant country efforts to identify effective relevant country programme activities and results. Develop complementary, country specific and local community materials and activities.
- Produce advocacy and communication materials (e.g. briefing notes, images, video. Web pages etc.) that meet the country and global standards as set out in the Communication Toolkit.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials for both web-based and traditional media, as appropriate.
- Follow up on the production of advocacy and communication materials (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the Communication Toolkit.
- Establish or maintain an up-to-date documentation centre for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc.
- Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities;
- Recommend established contacts, networks, resources and processes to support communication activities; recommend the appropriateness, quality and dissemination of printed and audio-visual materials.

2)Media relations

Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.

Duties & Tasks

- Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.
- Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and administrative arrangements for them.
- Assist in collaborating with the 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. Maintain a library of coverage (clippings, coverage etc.)

3)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 planning, development and implementation of dynamic, interactive and meaningful social media content strategies for major initiatives and integrated advocacy campaigns.
Strategize to effectively reach UNICEF's target audiences through social media channels.

Develop social media packs, craft engaging content from key messages and UNICEF's multimedia library.

Assist the development of creative assets including multimedia content for social media campaigns. Liaise and work with filmmakers, photographers, graphic designers, livestreaming services and agencies to produce videos, photos, graphics, animations and other social media content for digital campaigns.

Liaise with colleagues in the areas of digital marketing and influencer engagement to guide strategic approaches.

Monitor and moderate social media channels, flagging risks and opportunities to deepen engagement,

Support in providing analytics reports and provide recommendations on tactics to improve UNICEF's digital presence.

4) Monitoring and evaluation

Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared on a timely basis.

Duties & Tasks

- Contribute to developing an advocacy and communication strategy by coordinating appropriate audience research and compiling and analysing relevant data.
- Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences, and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)
- Monitor the public perception of UNICEF in the country and recommend appropriate action to maintain a positive image for the organization.
- Assist in providing feedback to DOC on the use and appropriateness of global communication materials such as publications, images and multimedia products.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

5) Celebrities, partners and special events

Ensure that the Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), are maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the country programme goals.

Duties & Tasks

- Help organize and generate public support for special events and activities to promote country programme goals.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Maintain and update celebrity and partner contact lists/database for country office.
- Monitor/document process and effectiveness of working with these individuals/organizations.
- Prepare background communication and promotional materials for briefings and visits of media, Goodwill Ambassadors, donors, National Committee representatives and other special interest groups. The task includes preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.

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

EDUCATION & OTHER SKILL: University degree in Communications, Journalism, Public Relations or related field.

WORK EXPERIENCE: One-year practical professional work experience in communication, print and broadcast media, or interactive digital media.

Field work experience.

Background/familiarity with Emergency situations.

LANGUAGE PROFICIENCY: Fluency in English and Bangla is required. Knowledge of Rohingya or Chittagong languages is considered as an asset.

COMPETENCIES/SKILLS: UNICEF foundational/functional competencies

Values

- Care
- Respect
- Integrity
- Trust

Competencies

- Demonstrates Self Awareness and Ethical Awareness (1)
- Works Collaboratively with others (1)
- Builds and Maintains Partnerships (1)
- Innovates and Embraces Change (1)

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| <ul style="list-style-type: none"> Accountability | <ul style="list-style-type: none"> Thinks and Acts Strategically (1) Drive to achieve impactful results (1) Manages ambiguity and complexity (1) |
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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.

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| 1. Is this position considered as "elevated risk role" from a child safeguarding perspective?* | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| If yes, check all that apply below. | | |
| 2a. Is this a Direct* contact role? | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| 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. | <input checked="" type="checkbox"/> Yes | <input type="checkbox"/> No |
| <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> | | |
| 3a. Is this a Child data role? * | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| 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) | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| <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> | | |
| 4. Is this a Safeguarding response role* | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |
| <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> | | |
| 5. Is this an Assessed risk role*? | <input type="checkbox"/> Yes | <input checked="" type="checkbox"/> No |

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| <i>*The incumbent will engage with particularly vulnerable children¹; or Measures to manage other safeguarding risks are considered unlikely to be effective².</i> | |
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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.

