



## Communications Specialist NO-3

### I. Post Information

**POST NUMBER/ CASE NUMBER:**  
RDM24003  
**POST/CASE NUMBER OF SUPERVISOR:**  
Regional Chief Advocacy &  
Communications #2925  
**REASON FOR CLASSIFICATION:** Generic  
JD Not available  
**REGION/DIVISION:** MENA  
**COUNTRY:** Jordan  
**DUTY STATION:** Amman  
**OFFICE:** MENA RO  
**SECTION:** Communications  
**UNIT:** NA

**CATEGORY:** NO  
**PROPOSED LEVEL:** 3  
**JOB TITLE:** Communications Specialist  
**Functional Code:**  
**ICSC CCOG Code:**

### II. Strategic Office 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 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.

#### **Strategic office context :**

To advocate and communicate on behalf of the children caught in the new and protracted conflicts in the region and the different emergencies and to prioritize the rights and well-being of the most disadvantaged children in social, political, and economic agendas within the frame work of the regional accelerators through timely, factual and data driven communication and advocacy through close collaboration with the programmes sections.

The specific role of the position is to facilitate seamless and efficient cross-cutting collaboration and an integrated approach between the Advocacy & Communication section and the various MENA program sections.

**Purpose for the job:**

In a region grappling with ongoing conflicts, emergencies, violence, and natural disasters, UNICEF's Communication and Advocacy section focuses resolutely on response efforts while striving to maintain support and balance with other crucial programmatic areas, particularly within the UNICEF MENA accelerators. The position will allow to drive a timely, effective and efficient collaboration and cooperation with the programs sections from the very onset on the different regional priorities, events, campaigns through effective advocacy and communication support contributing to advancing the child rights agenda and the regional office accelerators in the region.

Accountable for developing, managing, co-ordinating, networking, implementing and monitoring programs oriented advocacy and communication strategy and plans of action and associated products and activities on on-going basis with regional audiences, with the objective of influencing policies, fostering new partnerships, promoting awareness, understanding, support and respect for children's and women's rights, and support for UNICEF's mission, priorities and programmes in the country office/regional office/media hub, and at a global level and those of the UN Country Team.

**III. Key functions, accountabilities and related duties/tasks:**

**Advocacy strategies and regional analysis:**

- Provide technical support in developing robust advocacy strategies and plans with SMART outcomes, compelling calls to action, and a clear theory of change.
- Analyze regional political, economic and cultural trends from a wide range of sources and identify potential advocacy opportunities and challenges.

**Advocacy support for programs**

- Support programs for the development of innovative ideas and advocacy approaches in support of programmes objectives
- Support the implementation of the regional advocacy strategy liaising with programme colleagues as and when relevant
- Coordinate the implementation of advocacy strategies and plans with programme colleagues, working across teams to deliver a range of advocacy tactics, such as: developing advocacy briefs and products, producing advocacy narratives, shaping creative activations to drive public engagement, working with the media, and organizing advocacy events.

**Advocacy for influence and partnerships:**

- Organize high level events, policy dialogues, conferences and other meetings to influence decisionmakers and other stakeholders in the region. Develop key messages, talking points, Q&As and other relevant materials to inform audiences
- Support the development of partnerships with child rights institutions from the region, academia, UN agencies and other civil society organizations
- Establish baselines against which advocacy outcomes are regularly monitored; analyze the effectiveness of the strategy, approach and activities, and drive the day-to-day production and dissemination of advocacy M&E results on a regular basis

**Media relations (programs and thematic issues focused)**

- Promote a better understanding of, respect and support for children's and women's rights and issues by carrying out media, information and education activities in support of UNICEF-assisted development programmes or humanitarian efforts in the country.

- Develop, maintain and update media relations contact list/database.
- Establish, document, review and refine process of communicating with media contacts, including press conferences and events, issuing of media materials etc.
- Ensure rapid and accurate information dissemination to the media, National Committees, NGOs, the field and other appropriate audiences.
- Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats. Ensure or enhance the quality, appropriateness of country specific communication materials, activities, processes and messages transmitted to the press, partners and public.
- Collaborate with mass 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 and share results and findings.
- Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

#### **Networking and partnerships (Programs and Child Thematic issues)**

- Develop, maintain and update partners contact list/database.
- Help establish, document, review and refine process of working collaboratively with partners, including meetings, joint projects, information sharing etc.
- Ensure or enhance the quality, consistency and appropriateness of the regional and country-specific communication materials, activities, processes and messages shared with partners.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing.
- Monitor, evaluate and share results and findings with partners.

#### **Global priorities and campaigns (focus on programs and thematic priorities and regional contextualization)**

- Support the UNICEF global communications objectives and strategies through development of complementary regional/country specific and local community materials and activities. Work plan should anticipate the inclusion of work on global priorities and campaigns.
- Develop and deploy regional/country office communication capacity to gather/facilitate the content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results.
- Ensure regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

#### **Management**

- Develop a work plan for communication activities, monitor compliance and provide support and guidance to ensure objectives are met.
- Plan and monitor the use of communication budgetary resources. Approve and monitor the overall allocation and disbursement and liquidation of funds. Take appropriate actions to optimize use of funds.

- Identify, recruit and supervise staff, technical resources and consultants as necessary. Conduct and Implement effective performance planning, monitoring, performance development programme as required.
- Ensure communication effectiveness, efficiency and delivery as well as a rigorous and transparent approach to planning, monitoring and evaluation.

#### **Monitoring and evaluation**

- Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated or fed forwarded in the Annual Management Plan, Annual Work Plan, etc.
- Conduct timely and accurate monitoring and evaluation activities to ensure the communications objectives are met and the strategy is effective.
- Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings with country, regional and HQ communication colleagues so that best practices benefit UNICEF's communication work.

#### **Capacity building and support**

- Advise UNICEF management, colleagues and staff on media strategy and implications for action and policies proposed.
- Support communication activities through knowledge management, information exchange and building capacity of the country communications team. Enable appropriate advocacy and communication training, access to information, supplies and equipment, and developing training and orientation material.
- Assist the Programme Communication Officer in the development of communication tools and/or strategies.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training.

### **IV. Impact of Results**

The incumbent in this role fosters prompt, efficient collaboration with program sections on regional priorities, events, and campaigns through robust advocacy and communication support, thereby advancing the child rights agenda and regional office accelerators. Playing a central role in raising awareness, mobilizing support, and influencing critical policies and decisions, the incumbent drives targeted advocacy campaigns, media engagement, and strategic messaging to amplify UNICEF's program impact, catalyzing positive change at all levels.

Overall, the advocacy and communication specialist's role is pivotal in enhancing streamlined communication and efficiency with and across the different UNICEF program sections, strengthening the organization's capacity to achieve its goals. The incumbent's effectiveness contributes to a more agile, responsive, and impactful communication and advocacy framework within UNICEF in the MENA region, vital for championing child rights issues, fostering partnerships, and positioning UNICEF as a leading advocate for children.

## **V. UNICEF values and competency Required (based on the updated Framework)**

### **i) Core Values**

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

### **ii) Core Competencies for Staff without Supervisory Responsibilities**

- 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)
- Drives to Achieve Impactful Results (1)
- Manages Ambiguity and Complexity (1)