

## UNITED NATIONS CHILDREN'S FUND

### GENERIC JOB PROFILE

<b>JOB TITLE:</b> Chief of Communication <b>JOB LEVEL:</b> P5 <b>REPORTS TO:</b> Representative <b>LOCATION:</b> UNICEF Zimbabwe	<b>JOB PROFILE NO.:</b> 60000005 <b>CCOG CODE:</b> 1.A.08 <b>FUNCTIONAL CODE:</b> EI/P-5 _____ <b>JOB CLASSIFICATION</b> _____
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**PURPOSE OF THE JOB**

Accountable for developing, managing, co-ordinating, networking, implementing and monitoring an advocacy and communication strategy and associated products and activities on a regular and on-going basis with public audiences, with the objective of 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 and at a global level and those of the UN Country Team.

Advice on the articulation of policies and strategies, with an emphasis on those that promote gender equality and equity.

**KEY END-RESULTS**

1. **Communication strategy:** The Country Office has a clear communication strategy and associated work plan to get children's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.
2. **Media relations:** The Country Office has a well-managed country communication team that maintains and continually develops a contact list of journalists and media outlets covering all media – print, TV, radio, web etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation to a wider audience. New ways are identified to increase positive exposure and leverage that prominence for new opportunities for UNICEF.
3. **Networking and partnerships:** The Country Office has a well-managed country communication team that maintains and continually develops a contact list of individuals, groups, organizations and fora, whose support is essential to/can assist in achieving the advocacy and communication objectives of the communication strategy. Network is developed, strengthened and maintained with the UN Country Team, UN communication counterparts and high-level counterparts in key partner organizations.
4. **Policy Direction for Programme Communications** i.e. Communication/Technology for Development, Child & Youth Participation and Development and Private/Public Partnerships teams within the Communications Unit: Set policy directions for programme communication i.e. C/T4D, Child & Youth Participation and Public/Private Partnerships teams and ensure the integrated communication programme is in line with Country Office and MTSP priorities, CCCs and UN reform. Provide vision, expert advice and assistance to programme communication teams.
5. **Celebrities and special events:** The Country Office has a well-managed national celebrity relations programme with a well maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF's efforts and who actively participate in special events and activities that support country programme goals. Among these high-profile individuals a handful are identified whose recognition level extends beyond national borders and co-ordinate closely with DOC and the regional office in extending their impact and use beyond national borders.
6. **Global priorities and campaigns:** The Country Office has an effective process in place for integrating and taking action on UNICEF's global communications priorities, campaigns and partnerships, disseminating these elements in a locally-appropriate way, as well as providing/enabling coverage of the work in the country for global use.

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7. **Resource mobilization support:** Global and country level fund-raising activities are supported by effective advocacy and communication strategy and activities.
8. **Management:** The human resources (the communication team) and financial resources (budget planning, management and monitoring) for the communication section of the Country Office and are both effectively managed and optimally used.
9. **Monitoring and evaluation:** Communication baselines are established against which the objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis.
10. **Capacity building and support:** The Representative and the country programme team are provided with expert advice on all aspects of external relations communication as required. Opportunities for development among the country communication team and other colleagues are identified and addressed; opportunities to build communication capacity among media and other relevant partners are identified and addressed.
11. **Advisory support and communication for strategic results:** **Develops communication approaches and guidelines, including those most effective for gender mainstreaming across all programmes.**

### 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 strategy

***Ensure that the Country Office has a clear communication strategy and associated work plan to support the country programme objectives and get children's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.***

#### **Duties & Tasks**

- Develop, maintain and update the country advocacy and communication strategy and associated work plan. Strategy and work plan include an environmental and stakeholder assessment; objectives; target audiences, messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact, success and opportunity for improvement; ongoing refinement of the strategy.
- Draw on extensive strategy development experience and ensure optimum leverage and impact of communication activities on programme, policy and advocacy activities. UNICEF's rights- and results-based programming approach is appropriately reflected in the communication strategy, work plan and products. Strategy and work plan incorporate and reflect key programme priorities and processes.
- Ensure adequate and ongoing assessment of trends, social and political change and public interest. Factor these environmental variables back into communication strategy and refining its execution.
- Maintain close coordination with Regional Communication Advisers and HQ Communication Officers for effective overall collaboration in communication strategy.

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#### 2. Media relations

***Ensure that the Country Office has a well-managed country communication team that maintains and continually develops a contact list of journalists and media outlets covering all media – print, TV, radio, web etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation to a wider audience. New ways are identified to increase positive exposure and leverage that prominence for new opportunities for UNICEF.***

##### **Duties & Tasks**

- Manage a country communication team that effectively executes a proactive and comprehensive media relations work plan encompassing the elements noted below.
- 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. Develop, maintain and grow partnerships with key media outlets/organizations for local and global use. Seek new ways to increase positive exposure and leverage that prominence for new opportunities for UNICEF.
- 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, consistency and appropriateness of country specific communication materials, activities, processes and messages transmitted to the press, partners, public and other audiences.
- 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 with regional and HQ communication colleagues.
- Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

#### 3. Communication, networking and partnerships

***Manage a country communication team to ensure that the Country Office has a well maintained and continually developed contact list of individuals, groups, organizations and for a, whose support is essential to/can assist in achieving the advocacy and communication objectives of the communication strategy. Network is developed, strengthened and maintained with the UN Country Team, UN communication counterparts and high-level counterparts in key partner organizations.***

##### **Duties & Tasks**

- Manage a country communication team that effectively executes a proactive and comprehensive networking and partnerships strategy encompassing the elements noted below.
- Develop, maintain and update partners contact list/database. Develop, maintain and grow partnerships with organizations for local and global use. Identify among the partners a handful of organizations whose reach extends beyond national borders and co-ordinate closely with DOC

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and the regional office in extending their impact and use beyond national borders.

- 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 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 and evaluate results and effectiveness of working with partners and share results and findings with regional and HQ communication colleagues.
- UNICEF to be a reliable partner in national programme planning and development, pursuing gender mainstreaming and principles of gender equity.

**4. Policy Direction for Programme Communications** i.e. Communication for Development, Child & Youth Participation and Development and Private/Public Partnerships teams within the Communications Unit: Set policy directions for programme communication i.e. C4D, Child & Youth Participation and Public/Private Partnerships teams and ensure the integrated communication programme is in line with Country Office and MTSP priorities, CCCs and UN reform. Provide vision, expert advice and assistance to programme communication teams.

- Provide expert advice and assistance to the UNICEF Senior Managers and government counterparts on attitude and behaviour change modalities that contribute to changing mind-sets and are culturally sensitive and tailored to address changing programme contexts.
- Make viable recommendations and decisions on appropriate programme communication strategies and partnerships to achieve the organization's global goals, and to support UNICEF's mission in the country.
- In collaboration with UNICEF management and decision makers and planners of government, donor organizations and the private sector, the Chief of Communication oversees, manages, leads, and facilitates the formulation and implementation of communication policy, strategy and plans of action aiming at general public and service providers through: (a) behaviour development/change at individual/household levels; (b) social mobilization of civil society organizations; (c) increased community participation in development programmes for positive social change (d) Child & youth participation and (e) private/public partnerships.
- Promotion of appropriate use of Communication for Development: provide expert advice on appropriate use of communication and approach for social development, aimed at both individual behaviour change and collective action.
- Provide expert advice, coordination and technical support to government counterparts and other partners in the development and strategic use of communication for social development, participation and partnerships.
- Collaborate with government officials, community leaders, UN, and bilateral agencies and NGOs in the organization of activities, operational research, advocacy and exchange of information and ideas supportive of programme communication goals and strategies.

### 5. Celebrities and special events

***Ensure that the Country Office has a well-managed national celebrity relations programme with a well maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF's efforts and who actively participate in special events and activities that support country programme goals. Among these high-profile individuals a handful are identified whose recognition***

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***level extends beyond national borders and co-ordinate closely with DOC and the regional office in extending their impact and use beyond national borders.***

### **Duties & Tasks**

- Manage a country communication team that effectively develops, maintains and updates celebrities contact list/database.
- In close co-ordination with DOC's celebrity relations staff, identify, develop, maintain and grow relationships with personalities with reach beyond national boundaries for local and global use.
- Establish, document, review and refine process of working with celebrities, including special events, media opportunities, field trips etc.
- Participate in global advocacy activities by planning visits of Goodwill Ambassadors, National Committee representatives, Executive Board members etc. including preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and necessary logistic arrangements. Apply country communication resources to highlight the achievements of the country programme. Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.
- Monitor and evaluate results and effectiveness of working with celebrities and share results and findings with regional and HQ communication colleagues.

### **6. Global priorities and campaigns**

***In addition to local/national campaigns, ensure that the Country Office has an effective process in place for integrating and taking action on UNICEF's global communications priorities and campaigns, both disseminating these elements in a locally-appropriate way, as well as providing/enabling coverage of the work in the country for global use.***

### **Duties & Tasks**

- Manages the work of the country communication team to include support for UNICEF's global communications objectives and strategies through development of complementary country specific and local community materials and activities. Work plan should anticipate the inclusion of work on global priorities and campaigns.
- Use established contacts, networks, resources and processes to support these global elements.
- Use country office communication capacity to gather/facilitate the gathering of content and coverage of relevant country efforts. Use the opportunity to identify and draw attention to effective relevant programme activities and results.
- Ensure regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

### **7. Resource mobilization support**

***Ensure that global and country level fund-raising activities are supported by effective advocacy and communication strategy and activities.***

### **Duties & Tasks**

- Develop, deploy and mobilize country office communication team capacity to support and gather/facilitate the gathering of content and coverage of relevant country efforts that support national and global resource mobilization efforts. Use the opportunity to identify and draw attention to effective relevant programme activities and results.

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- Ensure regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.
- Participate in and contribute to the budget and programme review and planning process. Establish programme work plans, allocation of resources, and monitors progress and compliance.
- Take appropriate actions to optimize use of programme funds and mobilize resources; improve programme efficiency, quality and delivery through a rigorous and transparent approach to programme planning, monitoring and evaluation.
- Oversee the overall allocation and disbursement of programme funds, making sure that funds are properly and effectively coordinated, monitored and liquidated.

### 8. Management

***Ensure that the human resources (the communication team) and financial resources (budget planning, management and monitoring) for the communication section of the Country Office are both effectively managed and optimally used.***

#### **Duties & Tasks**

- 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 of funds, make sure that funds are properly coordinated, monitored and liquidated. Take appropriate actions to optimize use of funds.
- Identify, recruit and supervise communication staff, technical resources and consultants as necessary.
- Ensure communication effectiveness, efficiency and delivery as well as a rigorous and transparent approach to planning, monitoring and evaluation.
- Participate in the Country Office's broader planning and budgeting exercises.

### 9. Monitoring and evaluation

***Ensure that communication baselines are established against which the objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis.***

#### **Duties & Tasks**

- Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary. These may have multiple uses 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 colleagues so best practices and insights can benefit UNICEF's communication work.

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### 10. Capacity building and support

*Ensure that the Representative and the country programme team are provided with professional expertise and advice on all aspects of communication as required; opportunities for development among the country communication team and other colleagues are identified and addressed; opportunities to build communication capacity among media and other relevant partners are identified and addressed.*

#### Duties & Tasks

- 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 the capacity of the country communications team. Enable appropriate advocacy and communication training, access to information, supplies and equipment, and developing training and orientation material.
- Build the Country Office communication capacity to independently produce, transmit and distribute content in multiple media formats – print, photos, audio, video, web etc. – for local and global use, adhering to the quality standards and production guidelines set by DOC.
- Oversee and advise on the development of goals, strategy, plans as well as training materials and activities to build up capacity in participatory and behaviour change communication for personnel involved in the planning, implementation and evaluation of communication for development intervention, in support of programme sustainability.
- Assist the Programme Communication Specialist in the development of communication tools and/or strategies.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing.

### 11. Advisory support and communication for strategic results

Implementation of UNICEF programme (regional) plans, ensuring communication on gender and equity issues are mainstreamed across all programmes.

### 12. Emergency preparedness and response plans addresses gender issues that may be expected to intensify during emergencies.

### JOB GRADE FACTORS <sup>1</sup>

#### P5

- Reports to UNICEF Representative at the D-2 Level. The level 5 post is established only in large offices of \_\_\_\_\_ million throughputs with several zone offices within the country, where information and communication is a major strategy and activities within the country programme. Manage and deliver goals and objectives of communication programme in the context of a large-sized country office with a broad range of programmes, projects and activities.
- Manage a large budget and operation. Or, manage communication function by leading the Communication Section comprising of several P3/P4 level professional staff, general service staff and consultants who form the country communication team.

<sup>1</sup> The differences in the grades of jobs and positions reflect various differences, among others, in the nature and scope of work, individual contribution, professional expertise required, organizational context, risks, coordination and networking, engagement, partners, beneficiaries, clients/stakeholders relations, impact of decisions, actions and consequences, and leadership roles.

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- Accountable for communication strategy development, programme formulation, design, planning, implementation and results-based management focussed on achieving UNICEF's communication priorities as established by the country office, the regional office, as well as global priorities set by DOC, and supportive of the UN Country Team.
- Make strategic decisions to establish appropriate and effective country communication policy and strategy taking into consideration the situation in the locality. Ensure timely and effective decision making on situation analysis, communication strategy, planning, implementation and evaluation.
- Promote the organization goals of UNICEF through active external relations communication, advocacy, participation and policy dialogue that contribute effectively to the awareness, advocacy and promotion of the rights of children and women, to achieve stated objectives.
- As 'voice of the organization,' make major contribution to development of information and advocacy materials for local, regional and global use. Participate in and advise on the planning and designing of local, regional and global activities and events which impact on the image of the organization. Provide senior management with media and external relations guidance based on demonstrated technical and managerial expertise; take on role of UNICEF spokesperson as required.
- Responsible for public relations with mass media, senior government counterparts and other partners in the area of information and advocacy activities.
- Supervise and manage communication implementation, evaluate alternative approaches and new communication initiatives, highlight management issues, and ensure optimal utilization of resources.
- Plan, approve and administer the overall communication budget allocation and disbursement ensuring resources are properly used. Identify and pursue additional opportunities for funding of communication activities.
- Identify opportunities, partners, celebrities etc. that benefit regional and global communication activities and manage their use outside national borders in close collaboration with DOC and regional office colleagues.
- As the manager, establish communication work plan, monitor compliance and provide training, support and team leadership to communication team and human resources management in the area of communication.
- Receive minimal functional supervision and guidance from Regional Communication Adviser, and generally is expected to take decisions in technical functional areas.

### QUALIFICATION and COMPETENCIES ([ ] indicates the level of proficiency required for the job.)

#### 1. Education

Advanced university degree in Communication, Journalism, Public Relations or other related fields of disciplines.

(Or an undergraduate degree plus at least 14 years of demonstrated professional experience in the field of journalism, communications, external relations, public affairs, public relations or corporate communications.)

#### 2. Work Experience

Ten years of progressively responsible and relevant professional work experience.

International and national work experience in both developed and developing countries.

Professional experience in communication, print, broadcast, new media.

Background/familiarity with Emergency situations.

#### 3. Language Proficiency

Fluency in English and another UN language.

#### 4. Competency Profile (For details on competencies please refer to the *UNICEF Professional Competency Profiles*.)

##### i) Core Values (Required)

- Commitment
- Diversity and Inclusion
- Integrity



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### ii) Core Competencies (Required)

- Communication [III] • Working with People [III] • Drive for Results [III]

### iii) Functional Competencies (Required)

- Leading and Supervising [III]
- Formulating Strategies and Concepts [III]
- Analyzing [II]
- Relating and Networking [III]
- Persuading and Influencing [III]
- Entrepreneurial Thinking [III]

### iii) Technical Knowledge/Leadership

#### a) Specific Technical Knowledge Required (for the job)

(Technical knowledge requirements specific to the job can be added here as required.)

In-depth and up-to-date specific knowledge of:

- Executive Board and other policy documents.
- Executive Directives,
- Mid-Term Strategic Plan (MTSP)
- UN/UNICEF Policy Papers
- UNICEF programme policy, procedures and guidelines.
- Rights-based and Results-based approach and programming in UNICEF
- General administrative and financial guidelines.
- Human resources manual
- UNICEF communication and other DOC guidelines
- Communication toolkit
- Brand Toolkit and Brand Book
- UNICEF Stylebook
- Ethical Guidelines on Reporting on Children
- UNICEF financial, supply and administrative rules and regulations
- Knowledge of principles of gender parity and equality

#### b) Common Technical Knowledge Required (for the job group)

Comprehensive knowledge of:

- Communication management, methodology and practical application. Knowledge of current theories and practices in communication research planning and strategy.
- Programme management in successfully managing teams, budgets and project execution.
- Fundamentals of working in various media formats – print, photos, audio, video, web etc.
- Computer systems, including internet navigation, office applications, and specifically, interactive digital media.
- United Nations or other international organizations; good understanding of world affairs, current events and international development issues
- Global human rights issues, specifically relating to children and women, and current UNICEF position and approaches.
- UNICEF communication goals, visions, positions, policies, guidelines and strategies.
- UNICEF policies and strategy to address national and international issues, including emergencies.
- UNICEF emergency communication policies, goals, strategies and approaches, including

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emergency preparedness.

**c) Technical Knowledge to be Acquired/Enhanced (for the Job)**

- Expertise of management, communication strategy and networking.
- Technical competence in producing content for various media formats – print, audio, video, web etc.
- UN policies and strategy to address international humanitarian issues and the responses.
- UN common approaches to programmatic issues and UNICEF positions
- UN security operations and guidelines.