



**UNITED NATIONS CHILDREN'S FUND  
(GENERIC) JOB PROFILE**

### I. Post Information

Job Title: **Communication officer NO2, Post#100426**  
 Supervisor Title/ Level: **Chief Of Communication P4, Post#62987**  
 Organizational Unit:  
**Programme/Strategic communication**  
 Post Location: **N'Djamena, Chad**

Job Level: **Level 2**  
 Job Profile No.:  
 CCOG Code: **1A08**  
 Functional Code: **Comm**  
 Job Classification Level: **Level 2**

### II. Organizational 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 programmes, 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 more 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.

**Job organizational context:** The communication Officer reports to the **Chief Of Communication, P4**.

**Purpose of the job:**

Assists 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.

### III. Key function, accountabilities, and related duties/tasks

#### 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. **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.
4. **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.
- Support the production of 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.
- Maintain an up-to-date documentation center 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.

## 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. 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

- Assist in 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.

## 4. 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.

**CHILD SAFEGUARDING**

Child safeguarding involves proactive measures to limit direct and indirect collateral risks of harm to children, arising from UNICEF's work, UNICEF personnel or UNICEF associates. The risks may include those associated with physical violence (including corporal punishment); sexual violence, exploitation or abuse; emotional and verbal abuse; economic exploitation; failure to provide for physical or psychological safety; neglect of physical, emotional or psychological needs; harmful cultural practices; and privacy violations.

Certain UNICEF positions present elevated child safeguarding risks ("elevated risk roles") and candidates and/or incumbents may be subject to more rigorous vetting and training. Roles may be elevated risk roles because of significant unsupervised direct contact with children, their data, having a role in responding to safeguarding incidents, or being otherwise assessed as presenting an elevated risk. This position has been identified as

**QUALIFICATION and COMPETENCIES [II]**

- **Education**

University degree in Communications, Journalism, Public Relations, or [related field](#).

- **Work Experience**

Five years practical professional work experience in communication, print and broadcast media, or interactive digital media.

International and national work experience (for IP). Field work experience (for NO)

Background/familiarity with Emergency situations.

- **Language Proficiency [II]**

Fluency in French is required, Working knowledge of English. Knowledge of a local language is an asset.

- **UNICEF values and competency Required (based on the updated Framework)**

- i) **Core Values**

- Care
- Respect
- Integrity

- Trust
- Accountability
- Sustainability

**ii) Core Competencies (For Staff with Supervisory Responsibilities) \***

- 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)
- Drive to achieve impactful results (2)
- Manages ambiguity and complexity (2)

or

**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)
- Drive to achieve impactful results (1)
- Manages ambiguity and complexity (1)

\*The 7 core competencies are applicable to all employees. However, the competency Nurtures, Leads and Managers people is only applicable to staff who supervise others.

**5. Technical Knowledge [ II]**

**a) Specific Technical Knowledge Required (for the job) [II]**

- Executive Board and other policy documents.
- Executive Directives,
- Thorough knowledge of 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

**b) Common Technical Knowledge Required (for the job group) [II]**

General knowledge of:

- Communication practice, methodology and practical application. Knowledge of current theories and practices in communication research planning and strategy.
- Fundamentals of working in various media formats – print, 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 emergency preparedness.
  - [Gender equality and diversity awareness](#)

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

- Knowledge and expertise in 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.