

TERMS OF REFERENCE

(FOR Temporary Appointments)



UNICEF-BCO: TERMS OF REFERENCE (TOR)

Job Title and Level: Social and Behavior Change (SBC) Manager, NOD- (TA)

Section: Social and Behaviour Change (SBC)

Duration: 5 months (1 August - 31 December 2024)

Duty Station: Dhaka, Bangladesh

Reports to: Chief, SBC Programme –SBC Section

1. Purpose of Assignment:

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, nutrition, 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. Aligning with the mission of UNICEF, United Nations Sustainable Development Cooperation Framework (UNSDCF) and 8th Five Year Plan, UNICEF Bangladesh Country Programme (CP) 2022-2026 is developed and being Implemented partnering with different Ministries, Departments, Institutions and Civil Society Organizations.

Social and Behaviour Change (SBC) in UNICEF Bangladesh Country Programme (CP) 2022-2026 is positioned as a change strategy and a cross-cutting component that involves understanding people, their beliefs, values, and the socio-cultural norms that shape their lives, ultimately with the aim of engaging them to identify problems, propose solutions and act upon them for sustainable behavior and social change. SBC component of the CP is being implemented and coordinated across the sector programmes to achieve behaviour and social change results of the health, nutrition, protection, education, WASH, and social protection programme. It also contributes to the realization of UNSDCF strategic results, SDGs, and UNICEF Strategic results that the different UNICEF section programme would contribute to. UNICEF SBC employs a mix of social mobilization, advocacy, community engagement and behaviour and social change strategies on issues related to child rights and survival in the context of development and humanitarian situation.

In the current CP SBC had initiated action and completed the conduct of a KABP and capacity building strategy informed by a capacity gap assessment. There is a need to sustain the momentum that has been created and to move ahead the implementation of activities and interventions in line with the KABP and the capacity building implementation plan. In addition, the development of comprehensive SBC Monitoring and evaluation framework and tools that is in its advanced stage and there is a need to move this agenda forward without a break.

In view of the impending early retirement of the incumbent on this position currently, UNICEF Bangladesh seeks to engage a technical staff on Temporary Assignment basis to ensure uninterrupted implementation of the above crucial interventions until end 2024.

Purpose for the job: Under the general guidance of the Chief, SBC Section and in close coordination with Sectoral and Cross-Sectoral Specialists and Officers in Dhaka and Field offices, responsible for the design, management, monitoring and evaluation of evidence-based, inclusive and innovative SBC strategies in support of the country programme.

2. Major areas of duties and responsibilities:

1. SBC Strategy Design, Programme Development & Implementation
2. Behavioural Research, and Knowledge Management
3. Technical Support and Social and Behaviour Change capacity building
4. Advocacy, Networking and Partnership Building
5. Management and Operational Support

1.	<p>SBC strategy design, implementation, Research</p> <ul style="list-style-type: none"> • In collaboration/ consultation with UNICEF sectoral and cross-sectoral specialists, relevant government officials, UN, NGO/CSO, academic and other partners, develop and/or support and facilitate the design and implementation of evidence-based policies, strategies, national plans of action and materials. • Provide technical guidance for conducting behavioural studies on agreed key behaviours of Country Office focus, coordinate and ensure quality and timeliness. • Arrange dissemination session/s to share the findings with internal and external partners, donors and government stakeholders and advocate for utilizing findings to inform sectoral and cross-sectoral programming and monitoring. • In coordination with Field Office based SBC Officers, identify local evidence gap and needs. • Prepare or provide quality assurance on documents for SBC office-wide strategies, concept/approach notes and plans (as a component of the CO and/or UNSDCF Programmes) with particular focus on research, capacity development, systems strengthening across sectors to ensure optimum impact, scale and sustainability of achievements/results. • Facilitate implementation of M&E framework and tools ensuring coordination with SBC Specialists/Officers and sections at national and sub-national level and adopt the monitoring tools in the SBC section's monitoring system. • Foster collaboration among global/regional and national partners local academic and research institutions for technical assistance, capacity development and knowledge management and exchange. • Provide technical support to the section in generating evidence, both quantitative and qualitative for health and other emergencies.
2.	<p>Technical support and capacity development</p> <ul style="list-style-type: none"> • Design and organize/ implement systematic technical assistance and capacity development strategies, relevant tools, events and activities to build capacity and competencies in SBC, participatory methodologies and social and behavioural research at various government levels and among other UNICEF partners in collaboration with national, regional and global partners. • Provide technical guidance on SBC capacity building implementation based on the SBC capacity building strategy ensuring coordination with internal and external partners. • Work with SBC specialists and officers to develop contextual SBC module including Community Engagement module based on the needs of different sections.
3..	<p>Technical support to cross-sectoral areas- Emergency and Urban Programme</p> <ul style="list-style-type: none"> • Represent SBC Section in Emergency Management Team and provide technical inputs for inclusion of SBC component in all emergency/humanitarian Programme. Provide timely inputs on national and subnational Emergency Preparedness Platform, SitAn, SitRep, preparedness and response plans, contingency plan, programme documents, donor report including Cox's Bazar. • Co-lead Accountability to Affected People (AAP) working group and Risk Communication and Community Engagement (RCCE) coordination level activities including arranging coordination meetings and generate discussion around evidence generation, strategies, new intervention etc., • Provide technical support in national and sub-national level AAP road map implementation related activities. • Provide guidance in strengthening systematic use of social listening approach in emergency response. • Provide technical guidance in designing and implementing Urban specific SBC plans including (primary health care model, essential package of nutrition specific services through PHC model etc).
4.	<p>Advocacy, Networking and Partnership Building</p> <ul style="list-style-type: none"> • Represent UNICEF Country Office and SBC Section in national and international level fora and among partners as relevant and necessary. Participate in organizational and inter-agency cross-sectoral or SBC focused working groups, conferences, and meetings to collaborate on multi-stakeholder initiatives, joint advocacy, and resource mobilization with focus on research, national capacity development and systems strengthening in SBC. • Collaborate/consult with a wide range of UNICEF sectoral and cross-sectoral staff, governmental and on- governmental stakeholders to ensure integration, coherence, and harmonization of UNICEF SBC activities with global, regional and institutional standards and UN System development activities and initiatives at the CO level, including in humanitarian response. • Develop or convene new and/or strengthen existing national level partnerships with relevant governmental counterparts, national networks, private sector, research, academia, media and other organized groups in the community, as well as civil society organizations, to orient them and solicit their

	involvement in the implementation of the country programme, particularly in the area of SBC research, capacity development, systems strengthening and community engagement. Manage development of and progress against joint programme/project agreements with relevant governmental partners, NGOs/CSOs and others.
5.	<p>Management and Operational Support</p> <ul style="list-style-type: none"> • Support the Section Chief in section management, planning, budgeting, implementation and monitoring of the annual work plan. Monitor/track the use of resources as planned and verify compliance with organizational guidelines, rules and regulations and standards of ethics and transparency. • Contribute in end-year review, RAM and COAR reporting, progress tracking. Undertake Collaborate with Country Office, Regional Office and/or HQ colleagues to contribute to the development of policies, strategies, approaches and the planning of SBC programming and resource mobilization initiatives including for humanitarian response as necessary and relevant. • Ensure following HACT guidelines. Undertake programmatic visits and submit in timely manner. • Support the Section Chief to identify, recruit and supervise technical resources and consultants as necessary for the above activities.
<p>3. QUALIFICATION and COMPETENCIES (indicates the level of proficiency required for the job.)</p> <p>EDUCATION & OTHER SKILL:</p> <p>An Advanced University Degree in social and behavioral science, sociology, anthropology, public health, communication, or other relevant disciplines.</p> <p>WORK EXPERIENCE:</p> <ul style="list-style-type: none"> • A minimum of 8 years of professional experience in the field of social development programme planning, behaviour change communication and advocacy. • Sound knowledge on different social issues preferably Behavioural. and Social Norms related issues, behavioural research, capacity development, and multi-stakeholder partnership issues in the Bangladesh context. • Relevant experience in related areas in a UN system agency or organization. • Proven experience in designing and implementing behavioural. change communication strategies and interventions in development and humanitarian context. • Experience of previous work in any other country is considered as an asset. <p>LANGUAGE PROFICIENCY:</p> <p>Fluency in English and very good working knowledge of Bangla.</p>	
<p>COMPETENCIES/SKILLS: UNICEF foundational/functional competencies</p>	
<p>Values</p> <ul style="list-style-type: none"> ▪ Care ▪ Respect ▪ Integrity ▪ Trust ▪ Accountability 	<p>Competencies</p> <ul style="list-style-type: none"> ▪ 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)

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.

<p>1. Is this position considered as "elevated risk role" from a child safeguarding perspective?* If yes, check all that apply below.</p>	<p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>2a. Is this a Direct* contact role?</p> <p>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.</p> <p><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></p>	<p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <hr/> <p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3a. Is this a Child data role? *:</p> <p>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)</p> <p><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></p>	<p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <hr/> <p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>4. Is this a Safeguarding response role*</p> <p><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></p>	<p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>5. Is this an Assessed risk role*?</p> <p><i>*The incumbent will engage with particularly vulnerable children¹; or Measures to manage other safeguarding risks are considered unlikely to be effective².</i></p>	<p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>

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.