



**UNITED NATIONS CHILDREN'S FUND
SPECIFIC JOB PROFILE**

I. Post Information	
Job Title: Communication Officer (Multimedia), NOA, Post# 126613 Supervisor Title/ Level: Communication Officer, NOB, Post# 100426 Organizational Unit: Strategic communication Post Location: N'Djamena, Chad	Job Level: Level 1 Job Profile No.: CCOG Code: 1A08 Functional Code: Comm Job Classification Level: Level 1

II. Organizational Context and Purpose for the job
<p>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.</p> <p>Purpose of the job: The Communication Officer, Multimedia reports to the Communication Officer, NOB, Post# 100426. 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.</p>

III. Key function, accountabilities, and related duties/tasks
<p>KEY END-RESULTS</p> <p>Serve as the lead creator and editor for UNICEF's Chad social media accounts and website, refining and growing quality content, audiences and engagement. Plan and coordinate social media across several existing platforms. Identify new opportunities to continually improve our presence across digital platforms to deepen engagement with supporters.</p> <p>Serve as the focal point for communication campaigns around international days, including World Children's Day, and working with external partners to promote children's rights, such as ambassadors, champions and other key influencers.</p> <p>1. Online communication strategy: UNICEF Chad social media channels are regularly updated with new content, interactions with followers established and online reputation management performed as per requirements. Key influencers and potential partners to help amplify UNICEF messages are identified and engaged on regular basis. Social media marketing plans are produced and implemented to promote key campaign/content.</p>

- 2. Content production:** The production of communication products and materials are timely executed and followed up to support country online communication strategy, regional and global digital campaigns and priorities, and to support resource mobilization as set out in the work plan.
- 3. Campaign development and implementation:** Effective and timely professional assistance is provided in developing, implementing, monitoring & evaluating communication campaigns, including digital campaigns.
- 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, including campaigns and social media presence. Results and reports, using analytic tools, are prepared and shared on a timely basis.

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. Online and digital Communication Strategy:** Ensure that UNICEF Chad social media channels are regularly updated and contribute to create a discourse around key priority areas, engaging in the discussion millennials, middle class, key influencers, donors, media and other key stakeholders

Duties & Tasks

- Proactively gather information and editorial content (text, images, video, etc.) from UNICEF programme officers and field offices, and adapt for web and social media
- Monitor and track social media networks to analyze feedback from users and provide them with more information when required.
- Keep UNICEF's social media channels up to date.
- Identify key influencers and partners that can help amplify UNICEF's voice and interact with them on regular basis.
- Support online reputation management.
- Design and implement online marketing plans for social media.
- Maintain a web calendar of content themes and all upcoming coverage schedules according to the calendar
- Contribute to the development of the UNICEF Chad website management strategy, including the building of internal systems and processes to facilitate the website's development, expansion, and promotion, based on the needs of the country programme.
- Maintain an overview of all content of the website, providing continuous editorial maintenance as well as soliciting, editing, and uploading fresh content from the field and programme sections.

- 2. Content Production:** Ensure that the production of communication products and materials for social media channels and other digital platforms is timely executed and followed up to support country online 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 online 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. images, videos, Facebook posts, tweets, photo galleries, social media packages, etc.) that meet the country and global standards as set out in the Global Communication Strategy.
- Take the lead in drafting and editing content for social media, as appropriate.
- Take the lead in drafting and editing web content for the website, including web stories from the field, updating programme section pages, and updating the vacancy/supply section
- Establish or maintain an up-to-date documentation centre for communication materials including publications photographs, audio-visual materials, web resources etc.
- Recommend appropriate information and communication materials for use on social media platforms.
- Recommend established contacts, networks, resources and processes to support online communication activities

3. Campaign Development and Implementation: Support the development and implementation of digital campaigns, ensuring regular contact with creative agencies, vendors, partners involved in campaigns is established.

Duties & Tasks

- Coordinate inputs from programme sections and make sure the narrative of the campaigns is aligned with UNICEF Chad priorities.
 - Liaise with agencies and partners and provide the information required.
 - Give inputs to improve creative proposals and online media plans to amplify the impact of the campaigns.
 - Follow up campaign implementation and performance.
 - Elaborate monitoring reports using social media analytic/listening tools and assist in the evaluation process, by working on creating TOR, establishing indicators, doing desk reviews and other tasks as required.
- 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 online communication efforts. Ensure results and reports are prepared and shared on a timely basis.

Duties & Tasks

- 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 online/social media materials. Maintain a library of coverage (clippings, coverage etc.)
- Monitor the public perception of UNICEF on digital platforms and recommend appropriate action to maintain a positive image for the organization and support to the issues it promotes. For this the use of social media analytic/listening tools will be required.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Produce reports to measure and optimize social media marketing and brand positioning.

Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor

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 not being an elevated risk role.

Note: To appropriately categorize this position, please refer to the [Guidance on Identifying & Assessing Elevated Risk Roles](#) for this job profile and remove non-applicable description in the highlighted area above.

QUALIFICATION and COMPETENCIES

Education

University degree in Communications, Journalism, Public Relations, Infographics, Web Design or related field.

Work Experience

- One-year practical professional work experience in communication, print and broadcast media, or interactive digital media.
- Demonstrated experience in communication, digital engagement, social media and marketing
- Experience in developing and implementing social media strategies for non-profit organisations and/or private sector companies, tracking their success and analyzing results
- Demonstrated experience in writing social media posts for different audiences using different channels
- Demonstrated use of digital and social media tools such as, Hootsuite, Tweet deck, Google analytics or other relevant tools.
- Proven understanding of digital strategies
- Understanding of UN and UNICEF programmes and policies is an asset
- Background/familiarity with Emergency situations.

Language Proficiency

- Fluency in French and working knowledge of English.
- Knowledge of the local working language of the duty station is an asset

UNICEF values and competency Required

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

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

Specific and up-to-date working knowledge of:

- UNICEF Programme policy, procedures, and guidelines.
- Rights-based and Results-based approach and programming in UNICEF
- 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)

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)

- 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.