



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

I. Post Information

Job Title: **Social & Behavior Change** Manager
Supervisor Title/ Level: **Deputy Representative Programmes**
Organizational Unit: **Social and Behaviour Change (SBC)**
Post Location: **Harare, Zimbabwe**

Job Level: **P4**
Job Profile No.: **ZIM25001**
CCOG Code: **1L05**
Functional Code: **SBC**
Job Classification **Level: Level 4**

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 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.

Social and Behaviour Change in UNICEF is a cross-cutting programme strategy that analyses and addresses the cognitive, social and structural determinants of individual practices and societal changes in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, their values, the socio-cultural norms and the economic and institutional contexts that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for change. SBC brings social and behavioral evidence generation together with participation in community-led and human-centered processes. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around behaviors like immunization, feeding practices, learning, hygiene, and positive discipline, as well as transformations across sectors needed to make societies more inclusive, equitable and peaceful.

UNICEF SBC employs a mix of approaches including community engagement, strategic communication, applied behavioral science, service delivery improvement, systems strengthening, social mobilization and policy advocacy to advance child rights, survival, development, protection and participation.

Job organizational context:

Typically, the Social and Behaviour Change (SBC) GJP, Manager is to be used in large size Country Offices (CO) where the Representative is at the D2/D1 level, and the SBC scope across

Programmes, including humanitarian, is a **full/comprehensive** component, of the Country Programme (or UNSDCF).

Purpose for the job:

The Manager, Social and Behaviour Change reports to the **Deputy Representative Programmes** for general guidance and direction. The Manager, SBC is responsible for developing a systematic, planned and evidence-based strategy and process for SBC as an integral part of programme development, planning and implementation. Through the use of appropriate social and behavioural science, as well as the empowerment and participation of stakeholders, communities, children, civil society partners and government counterparts, s/he promotes measurable behavioral and social change/mobilization. This subsequently contributes to the achievement of sustainable and concrete results on improving children's rights, survival and well-being in the country. The SBC Manager is responsible for advancing evidence based upstream and downstream work/strategies, as well as supporting resource mobilization efforts so as to ensure continuous effective SBC interventions that contribute to positive sectoral results.

Strategic Office Context

Through collaboration with Government of Zimbabwe and partners, significant achievements in protecting the rights of women and children have been registered. The Zimbabwe context is complex, the SBC programme is characterized by both development and humanitarian challenges and responses. All sectoral programmes - health, nutrition, education, water and sanitation, and child protection include an SBC output requiring strong collaboration across sections. Strengthening coordination mechanisms internally and externally, evidence generation, demand creation, capacity building, upstream work and resource mobilization are critical to progress and accelerating results for children.

III. Key functions, accountabilities and related duties/tasks *(Please outline the key accountabilities for this position and underneath each accountability, the duties that describe how they are delivered. Please limit to four to seven accountabilities)*

Summary of key functions/accountabilities:

1. Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC
2. Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts
3. Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building
4. Promote continuous learning, strengthening and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

1. **Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC.**

- Establish clear SBC results framework and oversee data collection,

tracking, monitoring and reporting and disseminating SBC results. Contribute to relevant UNICEF monitoring systems such as RAM.

- Lead and/or manage situation analysis for SBC situation analyses that identify social and behavioural drivers.
- Synthesize and stay current with data, evidence and trends for social and behavioural issues and provide leadership on programme directions informed by this information
- Guide staff in commissioning, managing and utilizing qualitative and quantitative research on social and behavioral drivers, including behavioural analysis, human centred design, social listening, behavioural insights, participatory research and RCTs. Ensure integration of results of research in SBC strategies.
- Ensure that SBC activities and products are informed by formative research and pretesting and are culturally and contextually relevant. Provide leadership on the quality control of SBC activities and products as needed.
- Remain current on the latest innovative approaches and technology in SBC and the latest developments in social and behavioural sciences and ensure their integration them in programme approaches. Advocate for their adoption among internal and external stakeholders.
- Provide leadership in promoting and disseminating best practices and innovative approaches and technology in SBC and advocating for their uptake in sectoral programmes (internal and external).
- Oversee establishment of community feedback mechanisms and use of feedback to inform community engagement and SBC actions for disaster preparedness, response, recovery and resilience.
- Provide leadership for generation and use of SBC evidence, data, and assessments for disaster preparedness, response, recovery and resilience.

2. Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.

- Lead teams in the application of evidence, insights, innovations and new technologies to SBC strategies and activities.
- Set policy direction and provide leadership in the development, implementation and monitoring of SBC strategies, in line with global standards and UNICEF priorities and approaches.
- Confirm/approve the technical quality, consistency and relevance of SBC activities and platforms for engagement, ensuring quality and integration of the latest evidence and UNICEF's programmatic approaches.
- Approve and use resources as planned, manage and monitor programme funds and verify compliance with organizational guidelines, rules, regulations and standards of ethics and transparency.
- Oversee the design, planning, implementation and monitoring of community engagement and SBC interventions in the context of humanitarian emergencies.
- Manage the development and coordination of preparedness and response SBC and RCCE strategies and implementation plans with stakeholders and partners.
- Provide SBC inputs to development and implementation of Accountability to Affected Populations frameworks, in collaboration with other sections and partners.

3. Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.

- Establish and provide strategic leadership for partnerships and resource mobilization opportunities to support SBC. Advocate for UNICEF priorities within these mechanisms.
- Lead collaboration with national, regional and/or global partners to link and coordinate SBC approaches.
- Mobilize financial resources for SBC within CPDs and other financial mechanisms.
- Provide strategic leadership and vision for the SBC team/staff and mobilize workforce and flexible external expertise to achieve SBC goals and objectives.
- Oversee financial planning, budgeting, tracking and management of funds for SBC.
- Oversee the identification, vetting and recruitment of consultants, vendors and other technical expertise to support delivery of SBC activities. Manage and oversee their activities and deliverables.
- Make viable recommendations to senior managers (internal and external) on inclusion of social and behavioural drivers in sectoral workplans and strategies.
- Advocate among senior decision makers (internal and external) for inclusion of social and behavioural approaches in sectoral workplans, strategies and funding plans.
- Contribute to the policy and agenda setting for SBC advocacy and investments within UNICEF office and among partners.
- Lead and represent UNICEF interests among stakeholders and partners for the implementation of community engagement and SBC in humanitarian actions.
- Represent UNICEF's national SBC interests among partners and in national and international level fora.
- Advocate internally and externally for integration of SBC in national systems, in the country programme, and in sectoral plans.
- Initiate and provide strategic guidance for relationships with external partners, vendors and consultants for research and evidence generation.

4. Promote continuous learning, strengthening and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

- Lead on the development and/or use of tools, guidelines and training materials to build SBC capacity among country staff, implementing partners and other relevant government and non-government partners.
- Identify capacity development needs of country offices and partners and oversee design and organization of SBC capacity development initiatives, including new approaches such as behavioural analysis, behavioural insights, human centred design, social listening, and social accountability mechanisms.
- Promote and advocate for best practices and uptake of new SBC methods and knowledge internally and externally.
- Oversee SBC capacity assessments.
- Advocate with government counterparts for the uptake of SBC capacity building in national systems and plans.
- Provide strategic leadership for partnership development with academia and learning institutions for the delivery of SBC capacity development activities.

- Advocate for, establish and oversee mechanisms to strengthen systems for community engagement and SBC in humanitarian contexts.
- Initiate and oversee capacity development activities for humanitarian programming with a focus on preparedness, response and recovery.
- Secure resources for SBC capacity development activities.

IV. Impact of Results *(Please briefly outline how the efficiency and efficacy of the incumbent impacts its office/division and how this in turn improves UNICEF's capacity in achieving its goals)*

Efficient and effective technical, operational and managerial leadership and support strengthens quality of evidence and science-based SBC strategies, products and activities. This impacts the ability of UNICEF to promote changes in behaviors, social attitudes, beliefs, norms, policies and practices of individuals, communities, institutions and society as a whole. This in turn contributes to UNICEF's ability to fulfill its mission to improve child rights related to survival, development, protection and participation in the country.

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

i) Core Values

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

ii) Core Competencies

- 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)

VI. Recruitment Qualifications

Education:	An advanced university degree in one of the following fields is required: Economics, Public Policy, Social Sciences, International Relations, Political Science, or another relevant technical field.
Experience:	A minimum of eight (8) years of professional experience in one or more of the following areas is required: social development programme planning, communication for development, public advocacy or another related area.

	<p>Relevant experience in a UN system agency or organization is considered as an asset.</p> <p>Experience working in a developing country is considered as an asset.</p>
Language Requirements:	<p>Fluency in English (<i>and other language(s) for the region/country if relevant</i>) is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.</p>

VII. Child Safeguarding Risk Assessment

Is this position considered as 'elevated risk role' from a child safeguarding perspective?	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If Yes, check all that apply
Direct contact role	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediate physical proximity, with limited supervision by a more senior member of personnel.
Child data role	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (names, national ID, location data, photos).
Assessed Risk Role	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please indicate the number of hours/months of direct engagement with particularly vulnerable children
Safeguarding response role	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

VIII. SBC Structure

