Guinea-Bissau

|  |  |
| --- | --- |
| **PART I** | |
| **Title of assignment** | Communication specialist |
| **Requesting CO/RO section** | Advocacy, Partnership and Communication Section / UNICEF Guinea Bissau |
| **Location** | Bissau, Guinea Bissau |
| **Duration** | 3 months |
| **Ideal assignment dates** | From: February 2019 |

**Background and justification**

Through its advocacy, communication and partnership component, UNICEF supports the Government of Guinea-Bissau, non-governmental organizations and community leaders to promote knowledge and realization of child rights, with particular focus on disadvantaged communities.

Communication and public advocacy are key strategies used by UNICEF to put children on the public agenda and foster open dialogue on child rights among decision makers, partners, children, adolescents and communities. UNICEF uses communication to advance programme results, raise awareness on the rights of the child, give visibility to key donors and inform the public about UNICEF’s contribution to Guinea Bissau utilizing a variety of media channels, the organization of public events and partnerships with 29 community radio stations. UNICEF has been progressively investing in social media, aiming to reach and engage with an increasingly wide audience. UNICEF has also been regularly developing communication materials (factsheets, two-page project proposals, pamphlets) to enhance office efforts to mobilize additional resources.

The Guinea Bissau country office seeks support to document the situation of children and UNICEF’s work through videos, photos and human interest stories to feed into these various communication channels, with the aim of attracting donor interest and commitment.

**Scope of work**

1. **Country context**

Guinea Bissau continues to experience political and institutional fragility, as a result of repeated political crises since its independence in 1974, including a civil war in 1998-99 and several attempted and successful coups d’état. Over time this has led to donor fatigue, resulting in decreasing amounts of aid to support development in the country.

Guinea Bissau is also experiencing a difficult socio-economic situation, resulting in low human development ratings and widespread poverty. Some 75 per cent of children (0-17 years) experience at least three forms of deprivation; particularly for sanitation and housing.[[1]](#footnote-2) Weak public services, including education and health, are unable to address these and other significant deprivations and inequities faced by children.

Through its 2016-2020 country programme (CP), UNICEF aims to provide multi-pronged support to mitigate the exacerbation of deprivations caused by the country’s fragile state and promote equitable access to improved social services. The programme has a strong focus on child survival, due to the country’s high child mortality rate, and supports a nationwide network of community health workers. UNICEF also leads the Education partners’ group.

1. **Goals and objectives**

To attract increased funding, UNICEF Guinea-Bissau has identified the need to better document its work and the results achieved for children. UNICEF makes significant contributions to the well-being of children in the country, but is not always able to produce adequate communication materials or user-friendly documents showcasing the interventions implemented and their impact. Such products are critical to better demonstrate UNICEF’s unique role and added value among development partners.

The purpose of this assignment is to support UNICEF Guinea Bissau to better document its programme through human interest stories, case studies and other communication materials that tell the story of UNICEF in Guinea-Bissau. The work will also involve the production of resource mobilization materials and advocacy briefs to be presented to the Government, stakeholders, donors and UNICEF National Committees.

These communications materials will help to raise awareness of UNICEF Guinea-Bissau’s work to promote children’s rights, and thus help to mobilize resources to support its CP.

1. **Activities and tasks**

Under the supervision of the communication officer, the specialist will perform the following tasks:

* Support the development of content for UNICEF social media and the planning, posting and monitoring of these social media platforms
* Monitor and report daily on media articles/press clippings related to UNICEF’s programmes and issues affecting children in Guinea-Bissau
* Support the section to manage its photography database and take photos when requested to document UNICEF ‘s work and the situation of children
* Help collect information and manage UNICEF calendar of events
* Support the planning and the production of human interest stories
* Support the development, review and lay-out of communication materials (briefing notes, press releases, factsheets, reports, brochures, calendars, posters, leaflets, etc) including infographics.
* Provide support for the preparation and realization of UNICEF key events
* Perform other duties as required.

1. **Work relationships**

The specialist will be under the supervision of the communication officer, who reports to the Representative, and will work in close collaboration with other members of the advocacy, communications and partnership section.

1. **Outputs / deliverables**

|  |  |
| --- | --- |
| **Deliverables** | **Timeframe** |
| Daily monitoring of media articles/press clippings related to UNICEF’s programme and issues affecting children in Guinea-Bissau | Tbc base on start date |
| UNICEF communication materials (text and layout) developed/reviewed and infographics produced | Tbc base on start date |
| Human interest stories produced and disseminated | Tbc base on start date |
| Support for timely and effectively holding of key UNICEF events | Tbc base on start date |

**Desired competencies, technical background and experience**

1. **Qualifications required**

* First-level or advanced level university degree in communications, public relations, journalism or related areas
* Knowledge of relevant computer systems and applications; excellent knowledge of MS Office is required; knowledge of graphic design is an asset
* Excellent knowledge of social media platforms, especially Facebook, Twitter, YouTube
* Photography skills are an asset
* Excellent communication skills (verbal and written)

1. **Work experience**

* Over five years of experience in the areas of communication, public relations, fundraising or policy advocacy

1. **Language**

* Excellent oral and written skills in English is required. Knowledge of French, Portuguese or Spanish is an asset.

**Focal point**

Wilson da Gama, Communication Officer, [wdagama@unicef.org](mailto:wdagama@unicef.org)

**Application Link**

Applications can be sent to [bissauhr@unicef.org](mailto:bissauhr@unicef.org)

Copy to the Deputy Representative: ajaureguibeitia@unicef.org

1. Multiple Overlapping Deprivation Analysis (MODA), 2017. Eight deprivations are considered: housing, water, sanitation, nutrition, health, education, information, child protection. [↑](#footnote-ref-2)