

TERMS OF REFERENCE

(FOR Temporary Appointments)



UNICEF-BCO: TERMS OF REFERENCE (TOR)

Job Title and Level: Communication Manager P4 TA

Section: Communication – Seconded to the office Inter - Sector Coordination Group (ISCG)

Duration: 364 days

Duty Station: Cox's Bazar

Reports to: UNICEF Chief of Field Office – Cox's Bazar

Directly working with the Principal Coordinator in ISCG office

1. Purpose of Assignment:

Rohingya Refugees forced fleeing to Bangladesh started in early 1990s. In August 2017, as a result of violent military crackdown in Rakhine State, hundreds of thousands of Rohingya crossed the border and sought refuge in Bangladesh. By January 2022 some 923,000 Rohingya refugees are now living in camps and in host communities in Cox's Bazar District, Bangladesh, presenting a massive and complex humanitarian emergency.

The Inter-Sector Coordination Group (ISCG) Secretariat which was established in 2017 in Cox's Bazar to facilitate an effective, efficient, and coordinated humanitarian response to the needs of Rohingya refugees and affected host communities in Cox's Bazar District. These agencies are organized into 12 thematic Sectors and Sub-Sectors (e.g. Protection, Education, Health, WASH, Nutrition, Shelter...etc) as well as Working Groups that focus on cross-cutting issues. The Principal Coordinator as head of ISCG is coordinating the efforts of humanitarian community in Cox's Bazar. The staff of office of ISCG are seconded from the office of participating agencies.

Under the overall supervision of the Principal Inter-Agency Coordinator (ISCG) while liaising and working closely with the Chief of Field Office (UNICEF), the successful candidate will support the ISCG Secretariat in the overall coordination of communications, media and public information of the humanitarian response in Cox Bazar.

The Communication Manager will thus manage the External Relations function of the ISCG through the overall coordination of communications, media and public information across the response.

2. Major duties and responsibilities:

1. Coordinate media relations

Lead communications related to the Rohingya refugee response including the development of proactive messaging and common public information positions around key advocacy issues.

- Draft various press advisories and press releases related to the common activities of the ISCG members in Cox's Bazar.
- Coordinate interviews monitor media coverage and respond to Journalists' inquiries and media requests in relation to the common humanitarian activities and events in Cox's Bazar.
- Chair the Communications/ External Relations Working Group and coordinate with the communications/ external relations focal points towards developing common messaging and products on the Rohingya refugee response.
- Identify and prioritize critical ISCG objectives, products and activities that can achieve higher visibility for the Rohingya refugee response through media support; coordinate and plan activities with partners' media networks.

	<ul style="list-style-type: none"> • Lead the ISCG social media platforms and advise the ISCG external relations team on developing common content reflecting the key developments in the Rohingya refugee response. • Develop, maintain and update media relations contact list/database. • Establish, document, review and refine process of communicating with media contacts, including press conferences and events, issuing of media materials etc. • Ensure rapid and accurate information dissemination to the media, NGOs, the field and other appropriate audiences. • Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats. Ensure or enhance the quality, appropriateness of communication materials, activities, processes and messages transmitted to the press, partners and public. • Collaborate with mass 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 and share results and findings.
2.	<p>Elaborate and implement common communications strategy <i>Ensure that the a clear inter agency communication strategy and an associated work plan is in place to increase the visibility of the Rohingya refugee response.</i></p> <ul style="list-style-type: none"> • Coordinate the development of a common communication strategy. • Strengthen internal communications within ISCG by improving systems for increased information sharing using innovative and latest technologies as information resources accessible by all staff of various UN, INGO & NGO agencies. • Establish (or build on existing) photo and public information material library and update guidelines on communications activities. <p>Closely monitor the implementation of communications projects and adjust accordingly. Benchmark the results of communications projects against set success indicators; build on communications successes.</p>
3.	<p>Coordinate development and dissemination of common messages and advocacy tools <i>Ensure that the Secretariat has an effective process in place for developing key common messages, integrating and taking action on arising reputational risks, and disseminating these messages in a locally appropriate way, as well as providing/enabling coverage of the response for local & global use.</i></p> <ul style="list-style-type: none"> • Design outreach activities for dissemination of ISCG messages. • Prepare communication and promotional material; • Support/coordinate ISCG participation in international events; • Organize discussions, press conferences, briefing sessions, interviews and launches; • Update and manage the common website and newsletter and related on-line tools; • Assist in developing ISCG internal communication knowledge base; • Monitor and report results and impacts of ISCG communications; • Prepare regular analytical summative reports on the implementation performance of the ongoing advocacy and outreach campaigns for the response.
4.	<p>Networking and partnerships <i>Ensure that the Secretariat has a well maintained and continually developed contact list of individuals, groups, organizations and fora (including Donors, Government, UN, and bilateral counterparts), whose support is essential to/can assist in achieving the advocacy and communication objectives of the communication strategy.</i></p> <ul style="list-style-type: none"> • Develop, maintain and update partners contact list/database. • Establish, document, review and refine process of working collaboratively with partners, including meetings, joint projects, information sharing etc.

	<ul style="list-style-type: none"> • Ensure or enhance the quality, consistency and appropriateness of response specific communication materials, activities, processes and messages shared with partners. • Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing. • Monitor, evaluate and share results and findings with partners.
5.	<p>High level missions <i>Manage all high level/ donor missions related to the Rohingya refugee response in Cox's Bazar in coordination with the broader humanitarian community.</i></p> <ul style="list-style-type: none"> - Plan and coordinate visits of donors and others including preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and necessary logistic arrangements. - Develop, maintain and update donors contact list/ database - Maintain close collaboration with all agency External Relations Officers for effective overall coordination of visits.
6.	<p>Capacity building and support <i>Ensure that the Principal Inter-Agency Coordinator (ISCG), Sectors and Heads of Agencies are provided with professional expertise and advice on all aspects of external relations communication as required; opportunities are identified and addressed for building communication capacity among the communication team, media and other relevant partners.</i></p> <ul style="list-style-type: none"> • Advise <i>Heads of Agencies</i>, colleagues and staff on media strategy and implications for action and policies proposed. • Support communication activities through knowledge management, information exchange and building capacity of the country communications team. • Assist the National Communication Officers in the development of communication tools and/or strategies. • Identify opportunities to strengthen the capacity of the ISCG External Relations Team and partners through appropriate advocacy and communication training.
7.	<p>Management <i>Ensure that human resources (the External Relations team) and financial resources (budget planning, management and monitoring) are both effectively managed and optimally used.</i></p> <ul style="list-style-type: none"> • Develop a work plan for communication activities, monitor compliance and provide support and guidance to ensure objectives are met. • Plan and monitor the use of communication budgetary resources. Approve and monitor the overall allocation and disbursement and liquidation of funds. Take appropriate actions to optimize use of funds. • Identify, recruit and supervise staff, technical resources and consultants as necessary. Conduct and Implement effective performance planning, monitoring, performance development programme as required. • Ensure communication effectiveness, efficiency and delivery as well as a rigorous and transparent approach to planning, monitoring and evaluation.

3. QUALIFICATION and COMPETENCIES (indicates the level of proficiency required for the job.)

1. Education

Advanced university degree in Communication, Journalism, Public Relations.

(*A first University Degree combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree in the field of journalism, communications, external relations, public affairs, public relations or corporate communications.)

2. Work Experience

Eight years of progressively responsible and relevant professional work experience in communication, print, broadcast, and/or new media.

International and national work experience, familiarity with Emergency situations, experience in Rohingya Crisis are added advantages.

3. Language Proficiency

Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or local language is an asset.

COMPETENCIES/SKILLS: UNICEF foundational/functional competencies

Values

- Care
- Respect
- Integrity
- Trust
- Accountability

Competencies

- 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)

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?*</p> <p>If yes, check all that apply below.</p>	<p><input checked="" type="checkbox"/> Yes <input 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><input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p> <hr/> <p><input checked="" type="checkbox"/> Yes <input 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><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <hr/> <p><input type="checkbox"/> Yes <input 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><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><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.

