

Job Description Type:	Specific Job Description	Region:	ESAR
Category:	NO (National Officers)	Country:	Malawi
Reason for Classification:	Minor Updates	Duty Station:	Lilongwe
Level:	NOB	Office:	
Title:	Communication Officer	Section:	Communication
Title Information in Parenthesis:	Advocacy and Youth	Unit:	
CCOG Code:	1A08	Case Number:	
UNICEF Code:	COM	Post Number:	102674
Classified by:	Ravail Naveed	Classified Date:	3/15/2018
Organizational Context:	<p>UNICEF Malawi Country Programme (2019-2013) is aligned with the Government of Malawi's Growth and Development Strategy (MDGS 111) and the United Nations Development Assistance Framework (UNDAF). The programme supports the Government of Malawi to meet its commitment to respect, protect and fulfil children's rights in line with international conventions and standards.</p> <p>The country programme is guided by the principles of children's rights, equity, gender equality, inclusion and resilience, and supports evidence-based, integrative and innovative programming. The vision is that 'all girls and boys in Malawi, especially the most disadvantaged and deprived, realize their rights'.</p> <p>The programme focuses on: early childhood (parenting, high-impact social services, early stimulation and learning), middle childhood and adolescence (learning, multi-sectoral services, active citizenship), communities (decentralized services and systems, community ownership, social norms), programme effectiveness (monitoring, evaluation, HACT, Innovation, Social Protection and Social Policy and External Communication). The programme is based on 'leaving no child behind', realizing 'rights for all children in Malawi'.</p>		
Purpose of the Job:	<p>This position is within the Communication, Advocacy and Partnerships team, which supports all UNICEF Malawi pillars (young children, adolescents and communities) and technical specialists (child protection, education, health, HIV, nutrition, social policy, water and sanitation) in the following areas: media relations, public advocacy, youth engagement, partnerships, donor visibility, visits and events, digital and social media.</p> <p>The purpose of this position is to support advocacy campaigns on ending child marriage and keeping children in school; manage youth media to give children journalism skills and promote advocacy issues in their communities; manage digital communication team, including Youth Out Loud and youth engagement via social media; and liaise with UNICEF National Committees to deliver overseas youth content.</p> <p>Currently, the Malawi country office is operating under a matrix-management model, where individuals will have more than one reporting line. While this particular position is not currently "matrixed", it is possible that this may change depending on programme needs.</p>		
Key functions, accountabilities and related duties/tasks:	<p>1. Communication materials</p> <p>Ensure that the production of communication products and materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.</p> <p>Duties & Tasks</p> <ul style="list-style-type: none"> • Implement the tasks in the country 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. briefing notes, images, video, web pages etc.) that meet the country and global standards as set out in the Communication Toolkit. • Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials for both web-based and traditional media, as appropriate. • Follow up on the production of advocacy and communication materials (e.g., films, videos, audio-visuels, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the Communication Toolkit. • Establish or maintain an up-to-date documentation centre for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc. • Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities; recommend the appropriateness, quality and dissemination of printed and audio-visual materials. • Recommend established contacts, networks, resources and processes to support communication activities. <p>2. Global priorities and campaigns</p> <p>In addition to local/national campaigns, ensure that the Country Office has an effective process in place for integrating and taking action on UNICEF's global communications priorities and campaigns, both disseminating these elements in a locally-appropriate way, as well as providing/enabling coverage of the work in the country for global use.</p> <p>Duties & Tasks</p> <ul style="list-style-type: none"> • Support the UNICEF global communications objectives and strategies through development of complementary country specific and local community materials and activities. Work plan should anticipate the inclusion of work on global priorities and campaigns. 		

- Develop and deploy country office communication capacity to gather/facilitate the content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results.
- Ensure regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

This position is also responsible for the following country office activities:

3. Working with the Chief of Communication, lead on advocacy campaigns and building social movements in support of the following UNICEF Malawi advocacy objectives:

- Keeping children in school
- Ending child marriage
- Child survival
- Parenting skills.

4. Manage a youth media programme, Youth Out Loud, through implementing partner Timveni, to give children in Mangochi journalism skills, an opportunity to use their voice on issues that affect them, and to promote advocacy issues in their communities.

5. Manage the Digital Officer (UNV) and digital communication sub-team, including Youth Out Loud, blogger outreach and engagement, and youth engagement via the UNICEF Malawi blog and social media.

6. Liaise with UNICEF National Committees in the UK, Germany and elsewhere to create and share international youth content.

7. Other general communication activities, including leading National Committee and donor visits and backstopping the Media Officer with media relations work. This position is currently leading on drones and innovation.

Impact of Results:

This position is within the Communication, Advocacy and Partnerships team, which supports all UNICEF Malawi pillars (young children, adolescents and communities) and technical specialists (child protection, education, health, HIV, nutrition, social policy, water and sanitation) in the following areas: media relations, public advocacy, youth engagement, partnerships, donor visibility, visits and events, digital and social media.

Competencies and level of proficiency required:

Core Values

- Commitment
- Diversity and inclusion
- Integrity

Core competencies

- Communication [II]
- Working with People [I]
- Drive for Results [I]

Functional Competencies:

- Formulating Strategies & Concepts [I]
- Relating and Networking [I]
- Persuading and Influencing [I]
- Applying Technical Expertise [I]
- Learning and Researching [II]
- Planning and Organizing [II]

Recruitment Qualifications:

Education:

A university degree in Communication, Journalism, Public Relations, or another relevant field is required.

Experience:

A minimum of two years of practical professional work experience in communication, print and broadcast media, or interactive digital media is required.

Background/familiarity with Emergency situations is considered as an asset.

Language Requirements:

Fluency in English is required. Knowledge of another official UN language or local language of the duty station is considered an asset.

Attachments:

Approval for Professional JDs.pdf
Communication.docx

