

TERMS OF REFERENCE

(FOR Temporary Appointments)



UNICEF-BCO: TERMS OF REFERENCE (TOR)	
Job Title and Level: Social and Behaviour Change-SBC Officer (No-A)	
Section: Social and Behaviour Change - Cox's Bazar	
Duration: 364 days	
Duty Station: Cox's Bazar	
Reports to: Mohammad Alamgir, SBC Specialist	
1. Purpose of Assignment: UNICEF has been part of the UN-wide Humanitarian response to the Rohingya Refugees and the host community in Cox's Bazar since the influx of Rohingya's from Myanmar in August 2017. To date, over 884,000 Rohingya refugees from Myanmar are residing in 34 camps in Cox's Bazar District, regarded among the world's largest refugee settlements. Social and Behaviour Change (SBC) is part of the Humanitarian response committed to community-based interventions and programmes in the Refugee humanitarian response and host population. Given the scope and scale of community interventions in Social and Behaviour Change, working with mass media is critical in disseminating key life-saving information and influencing communities to adopt positive behaviours for their well-being and seek services when needed. This position aims to provide technical assistance to the UNICEF SBC in engaging mass media and scale-up adolescent and youth participation in community engagement interventions. The SBC Officer, under the direct supervision of the SBC Specialist and in close collaboration with SBC team members will provide support in SBC media engagement, strategy for scaling up adolescent and youth's participation in community engagement interventions, support capacity building through training of partners, develop monitoring and reporting mechanism on media programs, and supportive supervision including regular follow-up with partners. He/she will be responsible for managing partnerships with Radio Stations, Contracts with Media-based Agencies in community arts programmes, and collaboration with the SBC team in Cox's Bazar and Dhaka SBC Section.	
2. Major duties and responsibilities:	
2.1	Support strategy design and development of SBC programme; Provide media related input in the development of behavior change strategies and tools including strategies for offline and social media campaigns related to various programmes including COVID- 19 prevention and vaccination, Maternal, Child Health & Nutrition, Education, Child Protection and WASH to support demand creation and adoption of essential healthcare practices.
2.2	Ensure effective implementation of SBC media strategy: Overall management, monitoring and supervision of SBC media partners including formative research on the audience to develop the targeted SBC programming. Work with Programme Sections to build a comprehensive annual media plan, guidelines, and tools to effectively disseminate key messages through the media platforms.
2.3	Support training on UNICEF core areas: Provide technical support in ensuring SBC partners have been oriented or refresher sessions on key UNICEF standards, including Core Commitment for Children (CCCs), Prevention of Sexual Exploitation and Abuse (PSEA), Child Safeguarding and Accountability to Affected Population (AAP). Ensuring partners develop an Action Plan in line with the UNICEF standards and develop an action tracker for follow-up implementation.
2.4	Support C4D in programme management: Conduct capacity-building activities to increase the effectiveness of media engagement interventions through implementing partners, including scaling up the engagement of adolescents and youths in social and behaviour change interventions.

	Support programme monitoring as per the HACT implementation plan. Manage consultancy/partners engaged in media programmes and adolescents, and support material development for SBC community-based interventions. Implement monitoring and quality assurance plan for program implementation.
2.5	Innovation and knowledge management: Institutionalize best practices and knowledge learned in media and adolescent engagement with local partners and stakeholders through various platforms, including SBC partners meetings, the Communication with Communities (CwC) working group, and through Donor reports or relevant UNICEF publications. Support SBC team in study/research design, implementation, and quality assurance of key social and social behavioural research and study. Forge partnerships with academic institutions for knowledge development and sharing in the context of social and behaviour change.
2.6	Sectoral Coordination and Support: Act as the focal point for key programme sections and sectors. Support the section and sector in strategy design, planning, and quality assurance of SBC interventions.
3. QUALIFICATION and COMPETENCIES (indicates the level of proficiency required for the job.)	
EDUCATION & OTHER SKILL: A university degree in one of the following fields is required: social and behavioral science, sociology, anthropology, psychology, education, communication, public relations or another relevant technical field.	
WORK EXPERIENCE: A minimum of one year 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.	
Relevant experience in a UN system agency or organization is considered an asset.	
LANGUAGE PROFICIENCY: Fluency in English and Bangla is required. Knowledge of Rohingya or Chittagong languages is considered an asset.	
COMPETENCIES/SKILLS: UNICEF foundational/functional competencies	
<u>Core Values</u>	<u>Core competencies</u>
<ul style="list-style-type: none"> ▪ Care ▪ Respect ▪ Integrity ▪ Trust ▪ Accountability 	<u>Competencies</u> <ul style="list-style-type: none"> ▪ 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 an "elevated risk role" from a child safeguarding perspective? * If yes, check all that apply below.</p>	<p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" 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 style="text-align: right;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <hr/> <p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" 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 style="text-align: right;"><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <hr/> <p style="text-align: right;"><input type="checkbox"/> Yes <input checked="" 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 style="text-align: right;"><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 style="text-align: right;"><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.