

<b>TEMPORARY APPOINTMENT: Social and Behavior Change (S&amp;BC) Specialist, NOC</b>	
UNICEF Malawi is seeking to engage a temporary appointment to provide technical support and advice to the development, implementation, monitoring, evaluation and reporting of the Social and Behavior Change (S&BC) interventions	
<b>Engagement contract</b>	Temporary Appointment (TA)
<b>Post Level</b>	NOC
<b>Location</b>	Lilongwe, Malawi
<b>Duration</b>	10.5 months (15 Feb to 31 <sup>st</sup> Dec 2023)
<b>Supervisor</b>	Social and Behaviour Change Manager
<b>Funding details</b>	WBS 2690/A0/ 06/023/001/002
	Validity date      SM210708-4 months;      26/05/2023 SC200853- 4 months;      31/08/2025 SM220658- 1.5 months      30/09/2024

## 1. ORGANIZATIONAL CONTEXT

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 — will not only give all children the opportunity to fulfil their potential but also 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.

**Strategic office context:** The overall goal of the UNICEF Malawi Country Programme of Cooperation, 2019-2023, is to contribute to the Government of Malawi's efforts to implement and decentralize policies related to children, focusing on the most disadvantaged and deprived, to have their rights progressively respected and fulfilled so they can survive, grow and develop to their full potential in an inclusive and protective society. The country programme is aligned with country and UNICEF regional and global priorities. It is expected to contribute to the Malawi Growth and Development Strategy (MGDS) III, 2018-2022, and the United Nations Sustainable Development Cooperation Framework (UNSDCF), 2019-2023, while concurrently working toward the achievement of the Sustainable Development Goals (SDGs).

Social and Behavior Change (S&BC) in UNICEF is a change programme that analyses and addresses the cognitive, social and structural determinants of individual practices and societal changes in both development and humanitarian contexts. S&BC uses the latest in social and behavioural 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. S&BC brings social and behavioural evidence generation together with participation in community-led and human-centred processes. S&BC is at the core of UNICEF's mandate, with corporate results across sectors revolving around behaviours 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 S&BC employs a mix of approaches, including community engagement, strategic communication, applied behavioural science, service delivery improvement, systems strengthening, social mobilization and policy advocacy to advance child rights, survival, development, protection and participation.

## **2. PURPOSE OF THE JOB**

Under the overall guidance and direction of the S&BC manager, Community Development and Resilient (CDR) section and in close coordination with S&BC Sectoral and Cross-Sectoral Specialists and Officers, the S&BC Specialist contributes to/is responsible for the design, management, monitoring, and evaluation of evidence-based, inclusive and innovative S&BC strategies in support of the country programme.

The incumbent will function in a matrix management structure with a matrixed reporting line. The incumbent will report directly to S&BC Manager and provide technical support to S&BC Specialists/Officers under the matrixed supervision of the S&BC Manager.

## **3. KEY FUNCTIONS, ACCOUNTABILITIES AND RELATED DUTIES/TASKS**

The S&BC specialist is expected to provide technical support as part of the S&BC team and in partnership with counterparts and partners with a specific focus on the following elements:

1. Support to strategy design and development of S&BC activities
2. Support to implementation of S&BC activities
3. Technical and operational support for social and behavioural research/data generation
4. Advocacy, Networking and Partnership Building

### **1. Support to strategy design and development of S&BC activities**

- Participate in country programme planning and reviews to contribute to discussions on the underlying and contextual issues to be addressed (e.g., policies, gender/children inequality, cultural/social behaviour, etc.) to ensure the successful and sustainable delivery of programme results and provide technical recommendations on approaches, strategies, and plans of action for S&BC to promote behavioural and social change.

- Prepare or provide quality assurance on materials and related documentation for S&BC strategies and plans (as a component of the Country Office and/or UNSDCF Programme) to ensure optimum impact, scale, and sustainability of achievements/results.
- In collaboration/consultation with UNICEF sectoral and cross-sectoral specialists, relevant government officers, and other UN/NGO partners, provide technical and administrative support for developing, implementing and monitoring evidence-based S&BC strategies and activities in line with global standards and UNICEF priorities and approaches.
- In collaboration/consultation with UNICEF sectoral and cross-sectoral colleagues and implementing partners, select appropriate S&BC activities and platforms for engagement, ensuring quality and integration of the latest evidence and science-backed approaches. In this process, coordinate with S&BC stakeholders and partners to align plans and activities.
- Identify/propose actional evidence-based programme/strategy recommendations from current data, evidence, and trends for priority social and behavioural issues. Ensure the integration of the latest innovative approaches and technology in S&BC in programme approaches and advocate for their adoption among internal and external stakeholders.
- Apply the above skills of designing, planning, implementing, and monitoring community engagement and S&BC interventions in humanitarian emergencies.

## **2. Support to implementation of S&BC activities**

- Represent UNICEF's interests in partnerships and manage the development of and progress against joint project agreements with relevant partners; represent the UNICEF CO and S&BC Section in national and international level fora and among partners as relevant and necessary.
- Collaborate with national, regional and/or global partners to link and coordinate S&BC approaches.
- Cultivate resource mobilization opportunities and produce proposals, reports, and other materials to support resource mobilization. Contribute to mobilizing human resources for S&BC, including staff, consultants, and external vendors.
- Identify, recruit and supervise consultants, vendors, and other technical expertise to support the delivery of S&BC activities. Plan, use and track the use of resources and verify compliance with organizational guidelines and standards.
- Contribute to financial planning, budget planning, tracking, and financial management for S&BC.
- Advocate for the inclusion of community engagement and social and behavioural approaches in sectoral work plans based on active participation in the sectoral program.

## **3. Technical and operational support for social and behavioural research/data generation**

- Conduct and/or participate in comprehensive S&BC situation analysis of social, cultural, economic and political issues in the country/region, including through national/subnational working groups or committees. Assess/synthesize qualitative and quantitative information, data and evidence to support the establishment of comprehensive and evidence-based information for developing and planning the S&BC component of the Country Programme of Cooperation (and UNSDCF).
- In collaboration with sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, design, implement, and/or participate in S&BC situation analyses and formative research that identify social and behavioural drivers.

- Initiate, commission, manage and/or utilize qualitative and quantitative research on social and behavioural drivers that include behavioural analysis, Human Centred Design (HCD), social listening, behavioural insights, and participatory research.
- Support data collection, tracking, monitoring and reporting S&BC results and prepare syntheses of results.
- Collate and summarize data, evidence and trends for social and behavioural issues to inform evidence-based S&BC strategies, plans and activities
- Assist in establishing community feedback mechanisms and use feedback to inform community engagement and S&BC actions for disaster preparedness, response, recovery and resilience. Generate and use S&BC evidence, data, and assessments for disaster preparedness, response, recovery and resilience.
- Contribute to terms of reference, research tools, frameworks and protocols for generating evidence to inform S&BC initiatives and apply tools, methodologies and frameworks for data collection, tracking, monitoring and reporting and disseminating S&BC results.
- Conduct and/or participate in country programme monitoring and evaluation exercises and recommend workplan revisions based on the results.

#### **4. Advocacy, Networking and Partnership Building**

- Institutionalize/share best practices and knowledge learned/products with global/local partners and stakeholders to build the capacity of practitioners/users and disseminate products to key audiences, including partners and donors.
- Support the organization and administration and implement capacity-building initiatives, including partnerships with training and academic institutions, to enhance the competencies of clients/stakeholders/partners across programme sectors in S&BC evidence generation, behaviour monitoring and evaluation in support of programs/projects.

#### **QUALIFICATIONS**

##### **Education:**

An advanced university degree in one of the following fields is required: social and behavioural science, sociology, anthropology, psychology, education, communication, public relations, or another relevant technical field.

##### **Experience:**

- A minimum of five years of professional experience in one or more of the following areas is required: social development programme planning, social and behaviour change, social marketing, public advocacy, or another related area.
- Relevant experience in a UN system agency or organization is considered an asset.
- Background and/or familiarity with emergency context is considered an asset

##### **Expected technical knowledge and skills:**

- Experience in developing S&BC communication tools and materials is highly preferable.
- Experience in Human Centred Design (HCD) and other user-centred approaches is highly preferable
- Experience managing analysis, synthesis, documentation and dissemination of lessons for a range of stakeholders is considered an asset

- Strong organizational skills, analytical capabilities, ability to work in a fast-paced emergency environment, and ability to handle multiple tasks are preferred.
- Knowledge and experience in social and behavioral change communication is required.

#### Language:

Fluency in English and Chichewa is required. Knowledge of another official UN language or a local language is an asset

## 1. COMPETENCIES

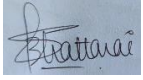



### Core Values

- Care, Respect, Integrity, Trust, Accountability and Sustainability (CRITAS).

### Core Competencies

(1) Builds and maintains partnerships (2) Demonstrates self-awareness and ethical awareness (3) Drive to achieve results for impact (4) Innovates and embraces change (5) Manages ambiguity and complexity (6) Thinks and acts strategically (7) Works collaboratively with others

## 2. ENDORSEMENT OF TERMS OF REFERENCE:

Function	Name	Signature	Date	Comment
<b>Prepared by</b>	Sanju Bhattarai S&BC Manager		15/11/2022	
<b>Reviewed by</b>	Ronelle Sasser Human Resource Specialist		15 Nov 22	
	Bhawna M. Vajpai Chief, CDR		15 <sup>th</sup> November 2022	
<b>Endorsed by</b>	Gerrit Maritz Deputy Representative		16.11.2022	
<b>Approved by</b>	Rudolf Schwenk Representative		17 November 2022	