



UNITED NATIONS CHILDREN'S FUND SPECIFIC JOB PROFILE

I. Post Information

POST NUMBER/ CASE NUMBER: 98780
POST/CASE NUMBER OF SUPERVISOR: 1903
REASON FOR CLASSIFICATION: Change of the Name of section (from Social Behavior Change to Social Behavior change, Adolescent and Youth). The functions of the Sections/Chief is revised
REGION/DIVISION: MENA
COUNTRY: Egypt
DUTY STATION: Cairo
SECTION: Social and Behavior Change (SBC), Adolescent and Youth
UNIT:

CATEGORY: IP
PROPOSED LEVEL: P4
JOB TITLE: Chief, Social and Behavior Change (SBC), Adolescent and Youth
Functional Code:
ICSC CCOG Code:

II. Organizational Context and purpose for the job

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

Strategic office context:

The Chief Social Behavior Change, Adolescent and Youth (Chief,SBCAY) leads the social Behavior change Adolescent and Youth Programme of a highly complex nature, under the direct supervision of the Deputy Representative Programme (P5 level) and overall guidance of the Representative (D1 level).

Social and Behavior Change in UNICEF is a cross-cutting Programme strategy that addresses the cognitive, social and structural determinants of social change in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, values, and the socio-cultural norms that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for sustainable behavior and social change. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around social and behavioral practices like immunization, breastfeeding, hygiene, and positive discipline.

UNICEF SBC employs a mix of approaches including community engagement, strategic communication, applied behavioural science, service delivery improvement, systems strengthening and policy advocacy, and social mobilization to advance child rights, survival, development, protection and participation.

UNICEF helps adolescents understand and exercise their full range of rights. We support programmes that build their confidence, and skills needed for a positive transition from learning to earning, and work with young influencers to raise awareness of the issues that concern them. We help communities support adolescents to create solutions and lead change.

Gender equality is a priority for UNICEF, as manifested in its Gender Action Plan 2022–2025 (GAP). The GAP establishes UNICEF's intention to transform into a more gender-responsive organization with enhanced ambitions for gender equality across results areas. Programme priorities included in the GAP include girls' empowerment and transforming harmful gender norms from early childhood through adolescence.

Purpose for the job: Under the general guidance of the Deputy Representative and in close coordination with Sectoral and Cross-Sectoral Sections, responsible for the design, management, execution, monitoring and evaluation of strategies related to Social and Behaviour Change (SBC) and providing technical support to the Egypt CO in delivering SBC initiatives that advance human rights based approaches and community engagement to promote sustainable results for children in Egypt in both development and humanitarian contexts. Support UNICEF office and partners in applying the latest evidence-backed approaches in the social and behavioural sciences to programming by identifying and addressing the social determinants of behaviour and empowering communities in change processes.

The SBC/Adolescents and Youth Chief supports country office programming processes by providing expert technical advice and operational support to country office colleagues and internal and external partners and stakeholders to ensure that adolescent development and participation established under the Convention on the Rights of the Child, international treaties/framework and UN intergovernmental bodies, are integrated in UNICEF's advocacy, policies, programmes and humanitarian work. S/he contributes to the achievement of sustainable and scalable results on adolescent related programmes/projects according to plans, allocation, results based-management approaches and methodology (RBM) and UNICEF's Strategic Plans, standards of performance and accountability framework.

S/he also performs the role of Gender Focal Point for the Office. As such, the SBC/Adolescents and Youth Chief provides authoritative technical guidance/operational support throughout all stages of programming to facilitate the management and delivery of results contributing to gender equality in alignment with the UNICEF Gender Action Plan (2022-2025). S/he supports the development, implementation, and monitoring of high-quality gender programming/projects across sectors in alignment with the Gender Action Plan.

III. Key function, accountabilities and related duties/tasks

Summary of key functions/accountabilities:

- 1. Generate & Use Evidence:** Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC/Adolescents & Youth and gender transformative programs and outcomes in both development and emergency contexts and to build the evidence base for SBC.
- 2. Design, plan and implement:** Design, plan and implement SBC/Adolescents & Youth and gender transformative activities that are backed by evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.
- 3. Advocate & Build Partnerships:** Support operationalization of SBC/Adolescents & Youth and gender transformative programs by advocating, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.
- 4. Build Capacities** Promote continuous learning, strengthening, and scaling up in SBC/Adolescents & Youth and gender transformative programs for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

1. Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC/ADAP and gender transformative programs.

- Provide expert advice to UNICEF senior managers, decision makers and planners of government donor organizations, civil society groups, private sector and other partners on SBC, AAP, social mobilization, community engagement, skills development and gender transformative interventions in line with global standards and UNICEF's organizational priorities and approaches.
- Participate in country programme planning and reviews to determine/discuss the behavioral and social drivers to be addressed and ensure successful and sustainable delivery of programme results. Provide technical advice to inform strategies and plans of action for SBC/Adolescents & Youth and gender transformative programs.
- Guide SBC/Adolescents & Youth and gender teams in bringing insights from latest developments and best practices in the social and behavioural sciences and participatory approaches to community engagement to improve program outcomes related to issues such as harmful practices, acceptance of diversity, positive parenting (nutrition, health, WASH, CP) and girls' empowerment in both humanitarian and development contexts.
- Prepare materials and documentation for SBC/Adolescents & Youth and gender transformative strategies and plan (as a component of the CO and/or UNDAF programmes) to ensure optimum impact, scale and sustainability of achievements/results.
- Support programme cycles and provide quality control for County Programme Development, as required
- Provide technical support to the office in formulating, implementing and evaluating quality and appropriate SBC/Adolescents & Youth and gender transformative initiatives for both development and humanitarian contexts by facilitating efficient programme delivery, guiding on quality of materials/activities and supporting appropriate research and implementation.
- Provide technical inputs on accountability to affected people (AAP), risk communication and community engagement to countries that are actively responding to humanitarian and or health emergencies and support preparedness activities across all countries in the region.
- Make viable recommendations on operational strategies in the areas of SBC and AAP and guide on appropriate materials and activities to reach communities.
- Provide inputs into relevant UNICEF monitoring and planning tools such as the RAM.

2. Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.

- Promote and advocate for application of evidence, insights, innovations and new technologies from the latest developments in social and behavioral sciences to inform SBC strategies and activities, Adolescents & Youth and gender transformative programs.
- Provide technical advice and leadership in development, implementation and monitoring of SBC/Adolescents & Youth and gender transformative strategies in line with global standards and UNICEF priorities and approaches.
- Advise on technical quality, consistency and relevance of SBC/Adolescents & Youth and gender transformative activities and platforms for engagement, ensuring quality and integration of the latest evidence and science-backed approaches.
- Approve and use resources as planned, manage and monitor programme funds, and verify compliance with organization guidelines and standards.
- Identify, vet and recruit consultants, vendors and other technical expertise to support delivery of SBC/Adolescents & Youth and gender transformative activities. Manage and oversee their activities and deliverables.
- Provide technical advice on the design, planning, implementation and monitoring of community engagement and SBC/Adolescents & Youth and gender transformative interventions in the context of humanitarian emergencies.
- Guide on the development and coordination SBC and RCCE plans for preparedness and response.
- Advise and lead on the SBC components of Accountability to Affected Populations frameworks.
- Advise on inclusion of social and behavioural drivers in sectoral workplans and strategies.
- Advocate among UNICEF offices and partners for inclusion of social and behavioural approaches/Adolescents & Youth and gender in sectoral workplans, strategies and funding plans.

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| <ul style="list-style-type: none"> • Provide remote and direct technical field support for SBC/Adolescents & youth and gender development and implementation. • Facilitate cross – sectoral implementation of SBC/Adolescents & Youth and gender & Inclusion-related projects and programmes. • Ensure quality of SBC/Adolescents & Youth and gender transformative activities, material/products and engagement opportunities. • Lead in the development of policies, methods, frameworks and tools for SBC/Adolescents & Youth and gender transformative programming. • Facilitate efficient programme delivery, providing guidance on quality of products, activities, research and implementation. • Participate in budget planning and management of programme funds and support country offices in budget planning. |
| <p>3. Support operationalization of SBC/ADAP and gender transformative programs by advocating for SBC, ADAP and gender transformative programs, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.</p> <ul style="list-style-type: none"> • Establish and maintain partnerships and resource mobilization opportunities to support SBC/Adolescents & Youth and gender equality, including building Business for Results partnerships. Advocate for UNICEF priorities within these mechanisms. Support UNICEF office in managing national level partnerships. • Lead collaboration with national, regional and/or global partners to link and coordinate SBC/Adolescents & Youth and gender transformative approaches. • Mobilize financial resources for SBC/Adolescents & Youth and gender transformative programs resource mobilization. • Mobilize human resources for SBC/Adolescents & Youth and gender transformative. • Oversee financial planning, budgeting, tracking and management of funds for SBC/Adolescents & Youth and gender transformative programs and support national level financial planning/management for SBC. • Represent UNICEF interests among relevant stakeholders and partners for the implementation of community engagement, SBC, Adolescents & Youth and gender transformative programs in humanitarian actions. Provide technical advice to UNICEF office for coordination among stakeholders and partners. • Advocate internally and externally for integration of SBC/Adolescents & Youth and gender transformative programs in national systems, in country programs, and in sectoral plans. |
| <p>4. Promote continuous learning, strengthening, and scaling up in SBC/Adolescents & Youth and gender transformative programs for both development and humanitarian contexts through capacity building for UNICEF staff and partners.</p> <ul style="list-style-type: none"> • Develop and/or apply tools, guidelines and training materials to build regional/global SBC/Adolescents & Youth and gender capacity among CO staff, implementing partners and other relevant government and non-government partners. • Lead on the identification, design and organization of national and regional learning opportunities for staff and partners, including on new approaches such as behavioral analyses, behavioural insights, human centred design, social listening, and social accountability mechanisms. • Lead and plan SBC/Adolescents & Youth and gender capacity assessment. • Provide technical guidance and support to country offices to provide SBC/ADAP and gender capacity building for government counterparts. • Initiate and manage partnerships with academia and learning institutions for delivery of regional SBC/Adolescents & Youth and gender capacity development activities. • Provide technical assistance to systems strengthening for community engagement in humanitarian contexts, SBC, Adolescents & Youth and gender transformative relevant sectors. |

IV. Impact of Results

The efficient and effective technical, operational and managerial support provided to the development and implementation of SBC/Adolescents & Youth and gender transformative strategies, products and activities directly impact on the ability of UNICEF to promote social, political and economic action and changes in behaviors, social attitudes, beliefs, norms and practices of individuals, communities, institutions and society, as a whole. This in turn contributes to enhancing the ability of UNICEF to fulfill its mission to achieve sustainable, locally owned and concrete results in improving child rights related to survival, development, protection and participation in the country.

V. Competencies and level of proficiency required

(Please base on UNICEF Competency Framework)

Core Values attributes

- Care
- Respect
- Integrity
- Trust
- Accountability

Core competencies skills

- Nurtures, Leads and Manages People (2)
- Demonstrates Self Awareness and Ethical Awareness (2)
- Works Collaboratively with others (2)
- Builds and Maintains Partnerships (2)
- Innovates and Embraces Change (2)
- Thinks and Acts Strategically (2)
- Drive to achieve impactful results (2)
- Manages ambiguity and complexity (2)

VI. Recruitment Qualifications

Education:

An advanced university degree (Master's or higher) in a social and behavioral science, including sociology, anthropology, communication studies/communication for development, psychology, international development, gender and/or related field is required.

Experience:

- A minimum of eight (8) years of relevant progressively responsible professional experience at the national and international levels in developing, implementing, evaluating, and managing social and behavioural change strategies, in social and policy program development planning and management, operational support and humanitarian settings in youth and adolescent development related areas including non-formal skills development opportunities preferably in a developing country is required. Relevant experience in program/project development and management in related areas in a UN system agency or organization is highly desirable.
- Demonstrated expertise in the application of social and behaviour change science, theories, research, and analysis, to all stages of the programmes cycle.
- Proven ability to manage social research, including quantitative, qualitative, and participatory methods for formative assessments, identifying behavioural drivers, and tracking, measurement and evaluation of social change is desirable.
- Demonstrated ability to stay current with new developments in the SBC, **Adolescents and Youth and Gender fields** is required. Familiarity with new and emerging approaches such as behavioural insights, human centered design, social listening, among others is a plus.
- Demonstrated experience in the execution of complex priorities, processes and projects in office work-plans.

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| | <ul style="list-style-type: none"> • At least four years country programme experience in with a multilateral development agency or national NGO in a low- or middle-income setting is an asset. • Proven ability to work with internal and external stakeholders at multiple levels, including providing technical support and capacity building and establishing/managing external partnerships. |
| Languages: | Fluency in English <i>is</i> required. Knowledge of another official UN language and/or Arabic language is an asset. |