

UNITED NATIONS CHILDREN'S FUND GENERIC JOB PROFILE

JOB TITLE: Communication Specialist JOB LEVEL: NO03 REPORTS TO: Chief of Communication & Advocacy (P4) POST# : 118554 LOCATION: UNICEF Yemen Country Office	JOB PROFLE NO.: <u>60000055</u> CCOG CODE: <u>1A08</u> FUNCTIONAL CODE: <u>_COM</u> JOB CLASSIFICATION _____
PURPOSE OF THE JOB Accountable for co-ordinating, networking, implementing and monitoring advocacy and communication strategy and associated products and activities on on-going basis with public audiences, with the objective of promoting awareness, understanding, support and respect for children's and women's rights, and support for UNICEF's mission, priorities and programmes in the Yemen country Office and at a global level and those of the UN Country Team.	
KEY END-RESULTS <ol style="list-style-type: none"> 1. Communication strategy: Support the Communication team to develop and implement a clear communication strategy and associated work plan to get children's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand. 2. Media relations: The Yemen Country Office has a well maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web, photo etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation. 3. Networking and partnerships: The Yemen Country Office has a well maintained and continually developed contact list of individuals, groups, organizations and for whose support is essential to/can assist in achieving the advocacy and communication objectives. Effective working relationships with the UN Country Team and UN communication counterparts are developed, maintained and enhanced. 4. Celebrities and special events: The Yemen Country Office has a well maintained and continually developed contact list of appropriate, nationally-known personalities who have been identified, engaged and support UNICEF's effort and who actively participate in special events and activities. 5. Global priorities and campaigns: The Yemen Country Office has an effective process in place for integrating and taking action on UNICEF's global communications priorities, campaigns and partnerships, disseminating these elements in a locally-appropriate way. 6. Resource mobilization support; Global and country level fund-raising activities are supported by effective advocacy and communication strategy and activities. 7. Management: Support the Chief of Communication to ensure the human resources (the communication team) and financial resources (budget planning, management and monitoring) are both effectively managed and optimally used. 8. Monitoring and evaluation: Communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy and activities; results and reports are prepared and shared. 9. Capacity building and support: The country programme team are provided with professional expertise and advice on all aspects of external relations communication as required. 	
KEY ACCOUNTABILITIES and DUTIES & TASKS	

UNITED NATIONS CHILDREN'S FUND GENERIC JOB PROFILE

Within the delegated authority and the given organizational set-up, the incumbent may be accountable for all or assigned areas of the following major duties and end results.

1. Communication strategy

Support the Communication team to develop and implement a clear communication strategy and associated work plan to support the country programme objectives and get children's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.

Duties & Tasks

- Support the Communication team to develop, maintain and update the country advocacy and communication strategy and associated work plan. Strategy and work plan include: an environmental and stakeholder assessment; objectives; target audiences; messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement; ongoing refinement of the strategy.
- UNICEF's rights- and results-based programming approach is appropriately reflected in the communication strategy, work plan and products.
- Maintain close collaboration with Regional and HQ Communication teams for effective overall coordination.

2. Media relations

Ensure that the Yemen Country Office has a well maintained and continually developed contact list of journalists and media outlets covering all media – print, TV, radio, web etc. – and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of UNICEF's cooperation to a wider audience.

Duties & Tasks

- Promote a better understanding of, respect and support for children's and women's rights and issues by carrying out media, information and education activities in support of UNICEF-assisted development programmes or humanitarian efforts in the country.
- 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, National Committees, 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 country specific 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.
- Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

3. Networking and partnerships

Ensure that The Yemen Country Office has a well maintained and continually developed

UNITED NATIONS CHILDREN'S FUND GENERIC JOB PROFILE

contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), whose support is essential to/can assist in achieving the advocacy and communication objectives of the communication strategy.

Duties & Tasks

- Develop, maintain, and update partners contact list/database.
- Help establish, document, review and refine process of working collaboratively with partners, including meetings, joint projects, information sharing etc.
- Ensure or enhance the quality, consistency and appropriateness of country-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.

4. Celebrities and special events

Ensure that The Yemen Country Office has a well maintained and continually developed contact list of appropriate, nationally known personalities who have been identified, engaged and support UNICEF's effort and who actively participate in special events and activities that support country programme goals.

Duties & Tasks

- Develop, maintain and update celebrities contact list/database.
- Help establish, document, review and refine process of working with celebrities, including special events, media opportunities, field trips etc.
- Participate in global advocacy activities by planning visits of Goodwill Ambassadors, National Committee representatives, Executive Board members etc. including preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and necessary logistic arrangements. Highlight the achievements of the country programme. Maintain close collaboration with Regional Communication Advisers and HQ Communication Officers for effective overall coordination.

5. Global priorities and campaigns

In addition to local/national campaigns, ensure that The Yemen 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.

Duties & Tasks

- 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.

6. Resource mobilization support

Ensure that global and country level fund-raising activities are supported by effective advocacy and communication strategy and activities.

Duties & Tasks

UNITED NATIONS CHILDREN'S FUND GENERIC JOB PROFILE

- Mobilize country office communication capacity to support/facilitate the gathering of content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results in support of fund-raising.
- Mobilize resources for fund-raising support by regular communication and co-ordination with relevant communication focal points in regional offices and headquarters divisions.

7. Management

Support the Chief of Communication to ensure the human resources (the communication team) and financial resources (budget planning, management and monitoring) are both effectively managed and optimally used.

Duties & Tasks

- 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.

8. Monitoring and evaluation

Ensure that communication baselines are established against which the achievement of objectives of the communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis.

Duties & Tasks

- Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated or fed forwarded in the Annual Management Plan, Annual Work Plan, etc.
- Conduct timely and accurate monitoring and evaluation activities to ensure the communications objectives are met and the strategy is effective.
- Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings with country, regional and HQ communication colleagues so that best practices benefit UNICEF's communication work.

9. Capacity building and support

The country programme team 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 country communication team, media and other relevant partners.

Duties & Tasks

- Advise UNICEF management, 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. Enable appropriate advocacy and

UNITED NATIONS CHILDREN'S FUND GENERIC JOB PROFILE

communication training, access to information, supplies and equipment, and developing training and orientation material.

- Assist the Programme Communication Officer in the development of communication tools and/or strategies.
- Identify opportunities to strengthen the capacity of partners through appropriate advocacy and communication training.

JOB GRADE FACTORS

NOC

- Report to Chief of Communication & Advocacy (P4).
- Accountable to support the Communication team in the communication strategy development, programme formulation, design, planning and implementation, based on rights- and results-based management approach focussed on achieving UNICEF's communication priorities as established by The Yemen Country Office, DOC and supportive of the UN Country Team.
- Manage and deliver goals, objectives and results of communication programme in the context of a country office with a broad range of projects. Make sound recommendations on communication policy and strategy taking into consideration the situations in the locality. Promote the organization goals of UNICEF through active external relations communication, advocacy, participation and policy dialogue.
- Works closely with the Chief of Communication & Advocacy especially with regards to relationship with mass media, donors and senior government officials, and support the development of external relations strategy. Manages media relations as per established strategies and campaigns.
- Provide feasible and effective recommendations on communication implementation, alternative approaches, and optimal utilization of resources that contribute effectively to the awareness, advocacy and promotion of the rights of children and women.
- Support the Chief of Communication & Advocacy to establish a communication work plan, monitor compliance and provide training, support and guidance to communication team and human resources management in the area of communication.

CHILD SAFEGUARDING

Child safeguarding involves proactive measures to limit direct and indirect collateral risks of harm to children, arising from UNICEF's work, UNICEF personnel or UNICEF associates. The risks may include those associated with: physical violence (including corporal punishment); sexual violence, exploitation or abuse; emotional and verbal abuse; economic exploitation; failure to provide for physical or psychological safety; neglect of physical, emotional or psychological needs; harmful cultural practices; and privacy violations.

Certain UNICEF positions present elevated child safeguarding risks ("elevated risk roles") and candidates and/or incumbents may be subject to more rigorous vetting and training. Roles may be elevated risk roles because of significant unsupervised direct contact with children, their data, having a role in responding to safeguarding incidents, or being otherwise assessed as presenting an elevated risk. This position has been identified as not being an elevated risk role.

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

1. Education

Advanced university degree in Communication, Journalism, Public - External relations, Public affairs, Public relations or Corporate communications

2. Work Experience

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

UNITED NATIONS CHILDREN'S FUND GENERIC JOB PROFILE

Field work experience and familiarity with Emergency situations.

3. Language Proficiency [II]

Fluency in English is required. Knowledge of Arabic or a local language is an asset.

4. UNICEF values and competency Required (based on the updated Framework)

i) Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability

Core Competencies (For Staff without Supervisory Responsibilities) *

- 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)

*The 7 core competencies are applicable to all employees. However, the competency Nurtures, Leads and Managers people is only applicable to staff who supervise others.

5. **Technical Knowledge**

a) **Specific Technical Knowledge Required** (for the job)

(Technical knowledge requirements specific to the job can be added here as required.)

Specific, detailed and up-to-date knowledge of:

- Executive Board and other policy documents.
- Executive Directives
- Mid-Term Strategic Plan (MTSP)
- UN/UNICEF Policy Papers
- UNICEF programme policy, procedures and guidelines.
- Rights-based and Results-based approach and programming in UNICEF
- General administrative and financial guidelines.
- Human resources manual
- UNICEF communication and other DOC guidelines
- Communication toolkit
- Brand Toolkit and Brand Book
- UNICEF Stylebook
- Ethical Guidelines on Reporting on Children

b) **Common Technical Knowledge Required** (for the job group)

General knowledge of:

- Communication management. Knowledge of theories and practices in communication research planning and strategy.
- Fundamentals for working in various media formats – print, audio, video, web etc.
- Computer systems/applications and network, including internet navigation, office applications, and specifically, interactive digital media.

UNITED NATIONS CHILDREN’S FUND GENERIC JOB PROFILE

- Knowledge of United Nations or other international organizations;
- Global human rights issues, specifically relating to children and women.
- UNICEF communication goals, policies, guidelines and strategies.
- UNICEF policies and strategy to address national and international issues.
- UNICEF emergency communication policies, goals, strategies.
- Gender equality and diversity awareness

c) Technical Knowledge to be Acquired/Enhanced (for the Job)

- Expertise of management, communication strategy and networking.
- Technical competence in producing content for various media formats – print, audio, video, web etc.
- UN policies and strategy to address international humanitarian issues and the responses.
- UN common approaches to programmatic issues and UNICEF positions
- UN security operations and guidelines.

SIGNATURES- JOB DESCRIPTION CERTIFICATION

Name	Mohamed Aboelnaga	Signature	Date
Title:	Supervisor and Head of Section		
Name	Philippe Duamelle	Signature	Date
Title:	Representative		