



## SPECIFIC JOB PROFILE

### I. Post Information

<b>POST Number: 124167</b> <b>POST Number of SUPERVISOR: 124165</b> <b>Title of Supervisor: Gender Programme Specialist (Joint Programme Coordinator)</b> <b>REASON FOR CLASSIFICATION: UN Joint post</b> <b>ORGANIZATIONAL UNIT: Programme</b> <b>DUTY STATION: Kathmandu, Nepal</b> <b>REGION: ROSA</b>	<b>CATEGORY:</b> <b>PROPOSED LEVEL: NO2</b> <b>JOB TITLE: Communications Officer (Joint Programme on Gender)</b> <b>Functional Code:</b> <b>ICSC CCOG Code:</b>
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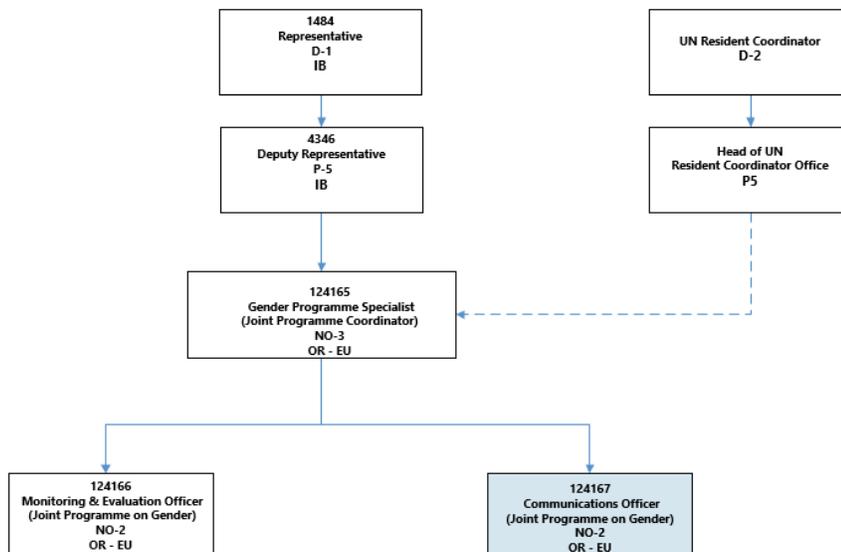
### II. Strategic Office Context and purpose for the job

SDG goal Area 5 on Gender equality is a key cross-cutting priority for the work of the United Nations globally, including in Nepal. To move the gender transformation agenda forward in Nepal, the UN in Nepal is partnering with the European Union in Nepal on an innovative Joint Programme on Gender Empowerment. The four-year UN-EU Joint Programme (JP) titled Empowered Women, Prosperous Nepal (Shashakta Mahila, Sambridhha Nepal) will be co-convened by the United Nations and the European Union and implemented by four UN agencies (UNICEF, UNFPA, UN Women, and ILO) in close coordination with the Government of Nepal, with UNICEF serving as the Lead Participating UN Organization (PUNO) for this Joint Programme. The joint programme will run from 2023 to 2026, in three provinces: Madhesh, Karnali, and Sudurpaschim.

The JP aims to address the formal and informal barriers that women and girls face in exercising their human rights. It strives to ensure that target groups are identified not only as action targets, but also as key contributors and empowered change agents. Women and girls, men and boys, people who are non-gender conforming, households, community actors / networks, formal institutions, relevant social, economic, and political actors in project intervention areas will be among the target groups. The programme has three goals:

- a) Engage men and boys, families, and communities to exhibit more gender-equitable behaviors, as well as support for good social and gender norms that promote Gender Equality and Women's Empowerment (GEWE), leading to increased agency and voice of women and girls.
- b) Assure equal access to economic, labor, and social rights for women, men, girls, and boys in all their diversity.
- c) Assist institutions in achieving gender equality in all spheres, in line with regional and global normative frameworks.

## Joint EU-UN Gender Programme Coordination Unit (UNRCO back-office arrangement), Kathmandu



### Purpose for the job:

On behalf of the UN Resident Coordinator and UNICEF as the Lead PUNO and in close collaboration with the participating UN agencies, the incumbent will Lead on all Joint Programme communications activities across all aspects of the Joint Programme working in close collaboration with the four participating UN organizations communication focal points and programme staff. Reporting to the Gender Programme Specialist (Joint Programme Coordinator), the communications officer will oversee joint communications at all stages of programming. S/He will assist in the creation of important strategic audio-visual materials that convey the program's impact as well as the development of a communications strategy and brand guidelines. In order to support the program's communication strategy, s/he will also ensure that the production of communication goods and materials is timely carried out and followed up on. The Joint Programme Communications Specialist will work in close collaboration with the four participating UN organizations communication focal points and programme staff.

### III. Key functions, accountabilities and related duties/tasks:

#### 1. Develop a Communication strategy for the JP and lead in implementing aligned activities:

*Development of the Communications Strategy and brand guidelines for the JP and the production of key strategic audio-visual assets that communicate the impact of the JP, in line with the Strategy. All developed material will adhere to the brand guideline.*

#### Duties & Tasks

- Develop the Communications Strategy of the JP and the Branding Guidelines.
- Identify creative and relevant opportunities to communicate the work of the JP and conduct outreach and advocacy initiatives during key international observance days and JP milestones (including project closure events).
- Develop innovative ways of communicating the JP's impact through creative print materials that meet the UN global standards.
- Regularly travel to the field and engage with field colleagues and beneficiaries to capture compelling human interest stories, photographs, videos and other audio-visual assets.
- Prepare talking points and speeches required as part of the JP with input from programme staff.
- 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-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) in compliance with the programme communication plan.
- 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.
- Design collaterals that optimize the visibility of the JP in the Provinces, in line with the branding guidelines.

## 2. Media relations

***To communicate the Empowered Women Prosperous Nepal project to a broader audience, professional assistance and support are provided in developing, drafting, and maintaining contact information, materials, and relationships with journalists and media outlets covering all media – print, TV, web, etc. – in the country.***

### **Duties & Tasks**

- Maintain effective media relations with key journalists to better communicate the work of the JP. This includes maintaining an up-to-date media database, regular engagement with the media and timely dissemination of key project activities to the media.
- Draft periodic press releases to be shared with both web-based and traditional media.
- Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and

administrative arrangements for them.

- Assist in collaborating with the media through activities such as organizing programme site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- Regular media monitoring to stay abreast of the political-development landscape and assessment of any mention or coverage on the JP (a library of clips and coverage to be maintained). Effective response to be developed together with the programme staff and the donor, in case of any negative press attention

### **3. Monitoring and evaluation**

***Effective and regular reporting of monitoring and evaluation of communications activities undertaken according to the JP Communications Strategy.***

#### **Duties & Tasks**

- Contribute to developing an advocacy and communication strategy by coordinating appropriate audience research and compiling and analysing relevant data.
- Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)
- Monitor the public perception of the Empowered Women Prosperous Nepal programme in the country and recommend appropriate action to maintain a positive image for the programme.
- Assist in providing feedback to PUNOs on the use and appropriateness of communication materials such as publications, images and multimedia products.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Prepare key knowledge products when required, capturing key programmatic impacts, successes, challenges and data
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

### **4. Celebrities, partners, and special events**

***Maintain and expand the programme contact list of people, groups, organizations, and forums (including Government, UN, and bilateral counterparts) whose assistance is required or capable of assisting in achieving the advocacy and communication objectives, as well as those who support and are able to actively participate in special events and activities that advance the programme's objectives.***

#### **Duties & Tasks**

- Help organize and generate public support for special events and activities to promote programme goals.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Maintain and update celebrity and partner contact lists/database for country office.

- Monitor/document process and effectiveness of working with these individuals/organizations.
- Prepare background communication and promotional materials for briefings and visits of media, Goodwill Ambassadors, donors, and other special interest groups. The task includes preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.

#### IV. Impact of Results

- **Development and Implementation of the programme Communication strategy:** Development of the Communications Strategy and brand guidelines for the JP and the production of key strategic audio-visual assets that communicate the impact of the JP, in line with the Strategy. Ensure, the production of communication products and materials are timely executed and followed up to support the programme communication strategy.
- **Strengthened media relations with key journalists who will communicate the impact of the JP:** Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the Empowered Women Prosperous Nepal programme to a wider audience.
- **Monitoring and evaluation:** Effective and regular reporting of monitoring and evaluation of communications activities undertaken according to the JP Communications Strategy. Results and reports are prepared and shared on a timely basis.
- **Celebrities, partners and special events:** Updated list of key interest groups, organizations, partners and forums (including Government and bilateral counterparts) relevant to the JP. This list should also include people who can support special events and activities that advance the programme's objectives and who can participate actively in them.

#### 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.

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<b>V. Competencies and level of proficiency required</b>	
<p><b><u>Core Values attributes</u></b></p> <ul style="list-style-type: none"> <li>• Care</li> <li>• Respect</li> <li>• Integrity</li> <li>• Trust</li> <li>• Accountability</li> </ul>	<p><b><u>Core competencies skills</u></b></p> <ul style="list-style-type: none"> <li>• Demonstrates Self Awareness and Ethical Awareness (1)</li> <li>• Works Collaboratively with others (1)</li> <li>• Builds and Maintains Partnerships (1)</li> <li>• Innovates and Embraces Change (1)</li> <li>• Thinks and Acts Strategically (1)</li> <li>• Drive to achieve impactful results (1)</li> <li>• Manages ambiguity and complexity (1)</li> </ul>

<b>VI. Recruitment Qualifications</b>	
Education:	University degree in Communications, Journalism, Public Relations, or a related field.
Experience:	<ul style="list-style-type: none"> <li>• Two years practical professional work experience in communication, print and broadcast media, or interactive digital media.</li> <li>• Relevant Field work experience . International experience, an asset</li> <li>• Background/familiarity with Emergency situations.</li> </ul> <p><b>knowledge of:</b></p> <ul style="list-style-type: none"> <li>▪ Communication practice, methodology, and application. Current theories and practices in communication research planning and strategy are required.</li> <li>▪ Fundamentals of working in various media formats, including print, audio, video, and the web.</li> <li>▪ Computer systems, including internet navigation, office applications, and interactive digital media in particular.</li> <li>▪ Good understanding of gender empowerment and other development issues, as well as global human rights issues, particularly those affecting children and women, as well as current UN positions and approaches.</li> <li>▪ Goals, visions, positions, policies, guidelines, and strategies for UN communication.</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Policies and strategies developed by the United Nations to address national and international issues, including emergencies.</li> <li>▪ Gender equality and diversity education</li> <li>▪ Management knowledge and expertise, as well as communication strategy and networking.</li> <li>▪ Technical proficiency in creating content for a variety of media formats, including print, audio, video, and web.</li> <li>▪ UN policies and strategies for dealing with international humanitarian issues, as well as responses.</li> <li>▪ Common approaches to programmatic issues at the United Nations</li> <li>▪ UN security operations and policies</li> </ul>
Language Requirements:	Excellent written and oral communication and presentation skills are required in both in English and Nepali