



**UNICEF**  
**United Nations Children's Fund**  
**Job Profile**

**I. Post Information**

<b>Job Title:</b> SBC Innovation Manager <b>Supervisor Title/ Level:</b> Chief of Communication for Development and Social Behavior Change <b>Organizational Unit:</b> Programs <b>Post Location:</b> DR Congo /Kinshasa	<b>Job Level:</b> Level 4  <b>Job Profile No.:</b> <b>CCOG Code:</b> 1A05 <b>Functional Code:</b> Communication <b>Job Classification Level:</b> Level 4
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**II. Organizational Context and Purpose for the job**

The 2020-2024 country programme aims to demonstrate the impact, value and affordability of investing in long-lasting institutional and community-based systems and policies in favour of children's survival, growth and development in the Democratic Republic of Congo. At the core of UNICEF's results will be the strengthening of national and sub-national capacities and systems to address geographic inequalities, and gender, and scale-up replicable models of multi-sectoral intervention packages in selected health zones. The programme results are articulated around Health, Nutrition, WASH, Education and learning, Child Protection, and Social inclusion and Resilience Humanitarian action, early childhood development and adolescents are mainstreamed into the programme outputs.

Underlying this approach will be sustained political stability, continuous investment by the Government and partners in the SDG, and an end to violence and conflict.

Important lessons informing this approach are that sectoral interventions, though required to improve national coverages, do not address multi-dimensional deprivations. Using equity, humanitarian and partnership engagement criteria to select the most deprived provinces and health zones of convergence, UNICEF will connect national policies and programmes with provincial capacities and local multi-sectoral efforts to demonstrate synergy of results for the child. This will be completed by a coordinated data system, documentation and proof of concept models.

To foster programme effectiveness, the programme envisages effective coordination and convergence between programme components, at the national and decentralized levels, by providing support to meeting programme standards and promote innovation. UNICEF will play a leading role in the coordination of humanitarian clusters, and collaboration with other United Nations agencies.

**Purpose for the job:** The SBC Innovation Specialist is responsible to lead the UNICEF DRC SMS and Digital Strategy. He or she will be responsible for identifying opportunities to use existing and new data collection systems to strengthen the country projects and programmes involving citizens and/or youth as beneficiaries. The Innovation Specialist acts to build capacity in both the country office across all sections, partners and government stakeholders inclusive of all levels within the hierarchy.

Under the supervision of the Chief of Communication for Development and Social Behavior Change, the SBC Specialist is responsible for initiating and coordinating ongoing and innovation projects for UNICEF Democratic Rep. of Congo (DRC) and partners, and for providing ongoing technical support to each programme team in the design and implementation of their respective Innovation flagship initiative(s) including U-Report and young bloggers. He will also provide technical support and oversight on designing, planning, implementing and monitoring SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms.

### **III. Key functions, accountabilities and related duties or tasks**

Summary of the key functions, accountabilities and related duties or tasks include:

1. Citizen Engagement, Participation & Feedback
2. Real-Time Monitoring (RTM) & Information Systems
3. Technical support on Children and Adolescents, Youth Engagement and Advocacy
4. SBC coordinating, networking, and partnership building
5. Promote continuous learning, strengthening, and scaling up in SBC through capacity building for UNICEF staff and partners

#### **1. Citizen Engagement, Participation & Feedback :**

- Work closely with Sections, Operations and field offices to infuse real-time data into strengthening programmes and to support awareness, behaviour change and mobilization efforts to support specific community activities.
- Build, manage and optimize a scale strategy to ensure U-Report is as accessible to young people across the DRC.
- Work with the resources mobilization unit to identify opportunities for raising funds to support the U-Report system.
- Identify and build on existing partnerships to increase the number of U-Reporters and their engagement, online and in their community.
- Keep U-Reporters engaged, share results and feedback.
- Ensure the timely production and broadcast of U-Report polls.
- Create and update U-Report information centers.
- Establish two ways communication tools using Rapid Pro including live chats and questionnaires to allow young people to ask questions on topics they care about and to obtain real time information to inform programs.
- Work closely with the Emergency Unit to build U-Report projects that enhance emergency preparedness and response.
- Work alongside the programme sections to leverage existing scale up activities, disaggregate data for individual programmes and support monitoring efforts
- Liaise with the Nutrition chief and section to determine how best to mobilize young people and community members to prevent stunting.
- Identify how best to support efforts to support existing efforts and partnerships to increase birth registration by working with the Child Protection.
- Develop a strategy and work plan for U-Report DRC where grass roots mobilization and partnerships are important.
- Leverage existing partnership with phone service providers to allow scale and increase engagement, seek new opportunities and identify new high-level partnership opportunities with relevant companies in the private sector.
- Work with External Communications to monitor and optimize U-Report scale up campaigns, amplify poll results, raise awareness on information centers and provide visibility to U-Actions (action led by youth and for positive change in communities)
- Manage and maintain existing partnerships with other UN agencies, NGOs and partners to ensure all fulfil their potential. Management of consultant(s) related to the activities outlined above.
- Work with U-Report Global Coordinator to ensure that U-Report DRC is aligned with global approach and guidelines, including branding, content, and advocacy efforts.

## **2. Real-Time Monitoring (RTM) & Information Systems**

- Act as the country office focal point for collaboration with Programme Division across all new and existing initiatives. Support programme sections in gathering and refining requirements for deployment of RapidPro-based solutions.
- Liaise with technical service providers to support the adaptation / development of new products in line with requirements of programme sections Work with ICT and Telecom authorities to obtain free SMS and data.
- Manage and maintain existing partnerships with key vendors such as the aggregator and RapidPro hosting companies. Support programme sections and partners in deployment and ongoing management of new products
- Provide capacity building to programme sections and key counterparts in the design, development, and management of new products
- Act as an external representative of UNICEF Innovation in meetings with key government stakeholders where programme sections require, request or need support

## **3. Technical support on Children and Adolescents, Youth Engagement and Advocacy**

- Operationalize the Youth Agency Marketplace (YOMA) to build and transform their futures by actively engaging in social impact tasks and learning & earning opportunities.
- Operationalize U-Report and Rapid Pro as the front-end tool for UNICEF DRC to reach youth and have meaningful engagement on the topics and issues that concern them.
- Lead innovation challenges and human-centered Design workshops with the UNICEF DRC team to nurture and test new and innovative ideas and youth network towards enhancing the adolescent programme component through skills training, employment, empowerment, and entrepreneurship.

## **1. SBC coordinating, networking, and partnership building**

- Under the guidance of the Chief of SBC, work closely with the programme sections and operations, to identify set of priority around Innovation & SBC in UNICEF.
- Develop, build and maintain partnerships at the national level with UN agencies, research and implementing organizations, academia, media, INGOs, and other relevant organizations to promote SBC programs and Innovation and assist in developing the same at provincial level.
- Participate in strategic COs in discussions on policy and agenda setting for SBC advocacy and investments, and related external relations and resource mobilization initiatives.
- Support office in ensuring adequate human and financial resources to deliver on SBC & Innovation work plans, and advocate for and mobilize resources to support them.
- Participate in inter-agency groups and/or civil society networks to scale-up SBC & Innovation programs and enhance results.

## **1. Learning Coordination and Convening:**

- Ensure comprehensive documentation and visibility of SBC & innovation projects and processes.
- Ensure effective sharing and generation of knowledge around Innovations within UNICEF and develop knowledge products in support of this.
- Identify opportunities for resource mobilization and new partnerships, and work closely with the resources-mobilization unit in leading proposal and partnership development efforts.

- Institutionalize/share best practices and knowledge learned on SBC & Innovation in UNICEF and externally to build the capacity of staff and partners.

#### **IV. Impact of Results**

The position will enable accelerated identification of children’s needs across all programmes for appropriate alignment with country-level, regional, and global actors, and clear definition of the most efficient means of accelerating and incentivizing appropriate innovation. The incumbent will drive key activities in accordance with a project plan with a focus on results and impact through accelerated innovation development, evaluation, and policy. The incumbent will assist in identifying unmet needs, to enabling integration with programme systems and scaling on a broader level. In addition, the incumbent will provide critical input to help sharpen the overall scope, strategy, and approach of Innovation by contributing to Enabling Projects that improve the processes and tools used within the office starting with U-Report.

The Incumbent will:

- Interact with counterparts and communities to develop, specifications and standards for innovative products and technologies.
- Timely contribute to technical contributions for the introduction of new and/or innovative technologies in programs, including communication, monitoring and evaluation, and review of fit for purpose.
- New products and technologies successfully integrated into UNICEF programs as well as supporting emergency response and supply chain. Effective communication and networking achieved through partnership and collaboration with relevant stake holders.

If effective, it has been demonstrated that the country will rip the immediate benefits, as well as potential impact of taking an innovative approach to engaging citizens and partners in terms of generating potential solutions to DRC's development challenges.

#### **V. UNICEF values and competency Required (based on the updated Framework)**

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i) Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability

ii) Core Competencies (For Staff with Supervisory Responsibilities) \*

- 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. Qualifications

<b>Education:</b>	An advanced university degree in Communications, Marketing, Digital Engagement, Business management, Youth Engagement, IT or any other relevant technical field.
<b>Experience:</b>	<p>A minimum of eight years of professional experience in Communications, Digital Engagement, Youth engagement, information technology management and business operations in a large international organization and/or corporation is required.</p> <p>Experience running U-Report and Rapid Pro in a country office is required.</p> <p>Experience in a UN organization is an asset;</p> <p>Experience in developing or supporting community engagement interventions is a strong asset.</p> <p>Experience with high-level communications campaigns across multiple mediums, with national brand recognition is considered as strong asset;</p> <p>Experience giving user-based feedback to the development of software applications is a strong advantage;</p> <p>Previous experience working in developing countries especially in Africa or Asia and with development actors: donors, UN agencies, civil society, government ministries;</p> <p>Good knowledge of current trends in youth participation and new media, as well as a good understanding of development issues, world affairs and current events.</p>
<b>Technical Competencies:</b>	Knowledge and proven experience using of using Rapid Pro and U-Report platforms.
<b>Language Requirements:</b>	Fluency in English and French is required. Knowledge of another official UN language or local language of the duty station is considered as an asset.

## VII. Signatures- Job Description Certification

Name: Sophie Chavanel

Signature

*Sophie Dube Chavanel*  
Date

Title: Chief of Communication for Development and Social Behavior Change

Name:

Signature

Date

*[Signature]*

Title: HR

Name:

Signature

A small, square image of a handwritten signature in black ink on a light-colored background.

Date

Title: Representative