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| **I. Post Information** |
| Job Title: **Communication Specialist (Innovative Finance)**Organizational Unit: **UNICEF Office of Innovation**Post Location: **Helsinki, Finland**  | Job Level: **Level 3**Job Profile No.: CCOG Code: Functional Code: Job Classification Level: **Level 3** |

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| II. Job organizational context and purpose for the job |
| UNICEF has a 70-year history of innovating for children. We believe that new approaches, partnerships, and technologies that support the realization of children’s rights are key to improving children’s lives.Worldwide, we innovate to tackle the most pressing problems faced by the most vulnerable children. We take a systematic approach to innovation, applying skills and energy across new tools and technologies, products, innovative financing, and new ways of working to boost our impact.The Office of Innovation (OOI) is a creative, unique, and agile team in UNICEF. We sit at a unique intersection, where an organization that works on huge global issues meets the startup thinking, the technology, the tools, the know-how and the partners that turn ideas and energy into scalable solutions for children.The incumbent is placed within the newly established Innovative Finance Hub, reporting to the Chief of IF Hub with matrix reporting to communication lead in OOI Stockholm. He/she will work closely with other divisions on innovation and innovative finance.**The Innovative Finance Hub in Finland will reimagine how UNICEF operates, accelerates and streamlines finding new sources of funding and financing to fill the SDG gap - to protect gains made, rebuild from losses from COVID-19 and radically accelerate progress towards the SDGs for children**. The Chief of Hub will be at the forefront of building the IF Hub platform that will:* **Unlock** the $40 trillion ESG market to meet funding and financing gaps for children
* **Better integrate** children’s needs into business investment decisions
* **Catalyze** a global pipeline of investable high-impact child-aligned projects
* **Convene** industry experts to incubate and build game-changing new social goods constructs

Our aim is to build a genuine, global thought leadership hub around innovative financing that will not only be transformational as an approach for UNICEF’s Global Innovation Strategy but also serve as a catalyst for change within the development industry. Based in Helsinki, the Communication Specialist (Innovative Finance) will support the Chief of Hub and contribute as an active team member. With their expertise they will develop, and implement an advocacy and communication strategy with the objective of brand building, awareness raising. They will coordinate, network and support activities towards the development and implementation of new financial structures that can leverage additional resources for children at country, regional and global level, as well as make existing resources more efficient and results-oriented and aligned with the new UNICEF Innovative Finance for Children Strategy (IF4C Strategy) including new emerging fundraising modalities. |

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| III. Key functions, accountabilities and related duties/tasks: |
| KEY END-RESULTS1. Communication strategy: The Office of Innovation (OOI) has a clear and dynamic communication strategy and associated work plan to advocate for innovation as a key driver for children’s and women’s rights. The strategy and subsequent work plan creatively target audiences internally and externally with powerful and engaging storytelling to enhance the organization’s credibility and brand including various public domains to strengthen awareness, political will and partnerships in support of UNICEF's mission and objectives. The storytelling will have a strong focus on effective engagement via social media and proactive outreach in key and diverse influence communities including tech, government and private sector partners. The strategy is designed with internal and external inputs to ensure creativity and alignment.
2. Management: Effective and efficient management of financial resources including budget planning, management and monitoring are prioritized for optimal impact. Strong team player as part of the broader Partnership and Communication team and overall OOI.
3. Networking and partnerships: The OOI has a well maintained and continually developed contact list of internal and external individuals, groups, and fora whose support is essential to/can assist in achieving the advocacy and communication objectives. Effective working relationships with UNICEF, broader UN, and other key external communication counterparts (especially within the innovation ecosystem) are developed, maintained and enhanced. Proactive networking and partnerships with social media and outreach in key and diverse influence communities for joint design and amplification.
4. Media relations: The OOI has a well maintained and continually developed contact list of journalists and media outlets covering all media but with an emphasis on social media, and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of the advocacy and communication objectives.
5. Influencers and special events: The OOI has a well maintained and continually developed contact list of appropriate influencers who have proactively been identified, engaged and support the advocacy and communication objectives. The OOI has an annual list of special events, as participants or coordinators, where key advocacy and communication objectives are optimally achieved.
6. Aligning global priorities and campaigns: OOI has an effective process in place for influencing, integrating, and taking action on UNICEF’s global communications priorities, campaigns and partnerships.
7. Partnership and resource mobilization support; New and existing partnership management with both public and private sector are supported by an effective and creative advocacy and communication strategy and activities.
8. Monitoring and evaluation: Robust baselines are established against which the achievement of objectives of the communication strategy are regularly analyzed to continuously improve and adapt real-time the effectiveness of the communication strategy and activities.
9. Capacity building and support: The OOI and broader UNICEF teams (e.g., communication specialists in other business units) are provided with professional expertise and advice on all aspects of advocacy and communication as required.

KEY ACCOUNTABILITIES and DUTIES & TASKSWithin 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.Communication strategyActively contribute to a clear and dynamic communication strategy and associated work plan to advocate for innovation as a key driver for children’s and women’s rights. The strategy and subsequent work plans creatively target audiences internally and externally to enhance the organization’s credibility and brand including various public domains to strengthen awareness, political will and partnerships in support ofUNICEF's mission and objectives. The strategy and subsequent workplans are designed with internal and external inputs to ensure creativity and alignment; driven by a strong ambition of brand building leading to UNICEF being perceived as the most innovative not-for-profit organization globally.Duties & Tasks* Develop, implement and update the communication strategy and associated work plan. Strategy and work plan include: an environmental and stakeholder assessment; objectives; target audiences; bold, clear, powerful messages and storytelling for internal and external audiences, especially on social and web media; moments and events; media mix; resources; specific actions, activities and products; metrics for monitoring and evaluation of impact and opportunity for improvement; real-time refinement of the strategy.
* Build strong Business to Business (B2B) brand attributes for private and public sector partnership and fundraising, to drive ‘spontaneous awareness and trust’ as an integral part of the communication strategy. Include a B2B lens in the communications strategy, including focusing on key business media, identifying key influencers, mapping strategic B2B events to promote partnerships with private sector, and leveraging social media channels like LinkedIn to build thought leadership in the B2B space.
* UNICEF’s rights and results-based programming and partnership approach is appropriately reflected in the communication strategy, work plan and products.
* Maintain close collaboration with other UNICEF communication advisers, e.g., in countries, regions, HQ and National Committees, for team inputs and reflections as well as effective overall coordination for impact

ManagementEffective and efficient management of financial resources (budget planning, management and monitoring) for optimal impact. Strong team player as part of the broader Resource Mobilization and Partnership hub and overall OOI.Duties & Tasks* Contribute as part of a collective team approach to develop a work plan for communication activities, monitor compliance and effectiveness, 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, supervise and support staff, technical resources and consultants as necessary. Conduct and implement UNICEF HR standards including effective performance planning, monitoring, performance development programme as required.
* Ensure communication effectiveness, efficiency and delivery as well as a rigorous and transparent approach for all activities.
* Foster and maintain a collective team spirit with the communication team, OOI resource mobilization and partnership hub, and broader professional relationships.
* Effectively mitigate and manage risks related to information sharing and internal or external communication, as well as reputational risks and crisis communication management, which may have a negative impact on private or public sector fundraising and other relevant activities, including for partnership cultivation and management.

Networking and partnershipsEnsure the OOI has a well maintained and continually developed contact list of internal and external individuals, groups, and fora whose support is essential to/can assist in achieving the advocacy and communication objectives. Effective working relationships with UNICEF, broader UN, and other key external communication counterparts (especially within the innovation ecosystem and social media) are developed, maintained and enhanced, especially building powerful and engaging story telling for internal and external audiences.Duties & Tasks* Develop, maintain, and update internal and external partners (individuals, groups and fora) contact list/database.
* Proactively 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 communication materials, activities, processes, and messages shared with partners, especially building powerful and engaging story telling for internal and external audiences.
* Identify opportunities to strengthen relationships with partners via capacity development activities such as appropriate advocacy and communication training, access to information, supplies and equipment and through knowledge sharing.
* Monitor, evaluate and share results and findings with partners.

Media relationsEnsure the OOI has a well maintained and continually developed contact list of journalists and media outlets covering all media but with an emphasis on social media, and a successful process of communicating and maintaining regular contact and close collaboration with the media to communicate the story of the advocacy and communication objectives.Duties & Tasks* Promote a better understanding of, respect and support for, the advocacy and communication objectives by carrying out media, information and education activities, especially with social media outlets and influencers.
* Develop, maintain and update media relations contact list/database.
* Establish, document, review and refine process of communicating with media contacts, including proactive identification and engagement, press conferences and events, issuing of media materials etc.
* Ensure rapid and accurate information dissemination of IF Hub communications content to OOI HQ Comms team, media, National Committees, NGOs, the field and other appropriate audiences.
* Identify, develop, distribute and evaluate variety of media materials in multiple, appropriate formats. Ensure timely development and delivery of accurate 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 other UNICEF communication advisors- country, regional, HQ- for effective overall coordination.

Influencers and special eventsEnsure the OOI has a well maintained and continually developed contact list of appropriate influencers (individuals, groups and fora) who have been identified, engaged and support the advocacy and communication objectives. The OOI has an annual list of special events, as participants or coordinators, where key advocacy and communication objectives are optimally achieved.Duties & Tasks* Develop, maintain, and update influencers (individuals, groups, fora) for contact list/database.
* Establish, document, review and refine process of working with influencers, including special events, media opportunities, social media amplification, field trips etc.
* Participate in global advocacy activities by supporting planning of visits of Goodwill Ambassadors, National Committee representatives, Executive Board members etc. including preparing information materials (e.g., press releases, programme summaries, fact sheets and media kits), and necessary logistic arrangements.
* Maintain close collaboration with other UNICEF communication advisors- country, regional, HQ- for effective overall coordination.

Aligning global priorities and campaignsEnsure the OOI has an effective process in place for influencing, integrating and taking action on UNICEF’s global communications priorities, campaigns and partnerships.Duties & Tasks* Support alignment and influence with the UNICEF global communications objectives and strategies through relationships and development of complementary OOI materials and activities. Work plan should anticipate the alignment of opportunity with global priorities and campaigns.
* Gather/facilitate the content and coverage of relevant OOI workstreams to use the opportunity to influence global priorities and campaigns.
* Ensure regular communication and co-ordination with relevant communication advisers in country and regional offices and headquarters divisions.

Partnership and resource mobilization supportEnsure new and existing partnership management with both public and private sector are supported by and an effective and creative advocacy and communication strategy and activities.Duties & Tasks* Mobilize country and regional office communication capacity to support and gather/facilitate the gathering of compelling story-telling content and coverage of relevant country efforts. Use the opportunity to identify/highlight effective programme activities and results in support of

partnership and fund-raising from both the public and private sector.* Ensure UNICEF values, programme priorities, and advocacy positioning are appropriately reflected in existing and new partnerships and engagement with the private and public sector
* Support engagement with both the private sector and public sector business unit teams (UNICEF and NatComs) by providing creative inputs to communication efforts to optimize the quality of the partner management and engagement journeys.
* Strengthen UNICEF’s Business to Business (B2B) brand and reputation as a partner of choice through bespoke and co-created communication planning.

Monitoring and evaluationEnsure robust baselines are established against which the achievement of objectives of the communication strategy are regularly analyzed to continuously improve and adapt real-time the effectiveness of communication strategy and activities.Duties & Tasks* Provide technical support to ensure that a set of robust communication performance indicators is identified and adjusted as necessary, and these communication indicators are incorporated in annual work plans, etc.
* Conduct timely and accurate monitoring and evaluation assessments to ensure the communications objectives are met, the strategy is effective, and real-time adaptions are made.
* 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.

Capacity building and supportEnsure the OOI and broader UNICEF teams (e.g., communication specialists in other business units) are provided with professional expertise and advice on all aspects of Innovative Finance Hub advocacy and communication as required.Duties & Tasks* Advise OOI management and colleagues, and other UNICEF staff on communication strategy, implications, and opportunities for collective action.
* Support communication activities through knowledge management, information exchange and building capacity of the OOI communications team, as well as other UNICEF and partners’ colleagues. Enable appropriate advocacy and communication training, access to information, supplies and equipment, and developing training and orientation material.
* Identify opportunities to strengthen the capacity and relationships with partners through appropriate advocacy and communication capacity development opportunities.
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| IV. Impact of Results  |
| Report to Chief IF Hub (P5) with dotted line to OOI Communication Manager (P4)* Accountable for a communication strategy design and development, workplan formulation, planning, and implementation, based on UNICEF’s rights- and results-based management approach and a clear ambition to brand build UNICEF as the most innovative not-for-profit organization in the world.
* Manage and deliver goals, objectives and results of communication portfolio in the context of a dynamic OOI with a broad range of activity, including creations of global moments/events/processes that would underpin and support the Strategy’s ambition, including powerful and engaging story telling for internal and external audiences especially using social and other web media. Make timely, sound and creative recommendations on communication policy and strategy based real-time analyses and opportunities.
* Promote the organization goals of UNICEF through active internal and external relations communication, advocacy, and team participation and dialogue. Work closely with Communication Manager, Senior Adviser Partnerships, OOI team and others on relations with media and public and private partners.
* Manage media relations as per established strategies and procedures.
* Responsible for the planning, implementation, monitoring, and evaluation of communication strategies/activities, under supervision and support by the Communication Manager.
* 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 communication strategy.
* Approve the overall allocation and disbursement of funds ensuring they are properly used.
* Provide communications and advocacy advice, drawing on professional expertise; take on the role of UNICEF spokesperson as required.
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| **V. Competencies and level of proficiency required** (Based on UNICEF Competency Profile) |
| **Core Values** * Care
* Respect
* Integrity
* Trust
* Accountability

**Core Competencies*** 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)
* Drives to achieve impactful results (1)
* Manages ambiguity and complexity (1)
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| **VI. Recruitment Qualifications** |
| Education: | Advanced university degree in Communication, Journalism, Public Relations.(\*A first University Degree combined with a total of 7 years of professional experience may be accepted in lieu of an Advanced University Degree in the field of journalism, communications, external relations, public affairs, public relations or corporate communications.) |
| Work Experience: | Five years of progressively responsible and relevant professional work experience in communication, advocacy, print, broadcast, and/or new media, especially demonstrating creative and ambitious brand building, and powerful and engaging story telling for internal and external audiences especially using social and other web media. International work experience, experience with public, private, and financial sector, expertise in international development and humanitarian response, and/or the innovation ecosystem strong assets. Ideally with a background working with communication and marketing in a development finance institution, impact fund, or multilateral bank. |
| Language Proficiency: | Fluency in English is required. Knowledge of another UN language is an asset. |