

**UNICEF Mexico Country Office  
Temporary Appointment  
Terms of Reference [TOR]**

|                           |                                      |                           |             |
|---------------------------|--------------------------------------|---------------------------|-------------|
| <b>Post Title</b>         | <b>Communication Officer (Media)</b> | <b>Post Level</b>         | NO-1        |
| <b>Supervisor's title</b> | <b>Communication Officer</b>         | <b>Supervisor's Level</b> | NO-2        |
| <b>Contract duration</b>  | 6 months                             | <b>Duty Station</b>       | Mexico City |

**JOB ORGANIZATIONAL CONTEXT AND PURPOSE FOR THE JOB**

**Job organizational context**

Mexico is a country of origin, transit and destination for migrant children from the countries of northern Central America, seeking safety and opportunity in Mexico or the United States. These are children fleeing from gang-related and gender-based violence, organized crime, extortion, poverty and limited access to education and social services. They have been repeatedly exposed to threats, intimidation and insecurity in a lawless environment. Many also want to be reunited with their families who reside in the United States.

UNICEF is supporting state and local authorities for the rapid identification, registration and care of unaccompanied and separated children and adolescents who have entered the country or are moving through Mexico at both the northern and southern borders. Mexico Office supports the country deal with the migration crisis and implement actions to improve the lives of the children in Mexico in the areas of education, nutrition, social policy, child protection besides other transversal activities. The office is rapidly growing, and we are in the process of building the structure that we need to increase our reach in the country and improve the services we deliver.

**Purpose of the Job**

UNICEF Mexico needs a Communications Officer to cover a six-month maternity license. He/she will oversee planning and management of media relations, to support the communication and advocacy strategy of the office.

According to UNICEF's mission in the country and under the guidance of the Communication Officer (NO-2), you will be able to:

- Manage media relations, ranging from day-to-day interlocution to strategic planning of UNICEF's media presence in Mexico;
- Create work documents (press releases, speeches, key messages, Q&As, Op-Ed);
- Support the office when communicational events occur, to guarantee visibility and media attendance;
- Be responsible for media aspects related to UNICEF's commitments to other UN initiatives, field visits (including during humanitarian emergencies), and crisis, risk and reputational management;
- Follow up of ongoing projects for media and advocacy.

For information of the work of our organization in Mexico, please visit our website: UNICEF Mexico and the video of our amazing results in 2021: Informe Anual 2021: Acciones de UNICEF - YouTube

## KEY FUNCTIONS, ACCOUNTABILITIES AND RELATED DUTIES AND TASKS

### KEY END-RESULTS

#### 1. Media relations

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 story of UNICEF's cooperation to a wider audience.*

- Maintain and update media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- 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.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.
- 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 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. Maintain a library of coverage (clippings, coverage etc.

#### 2. Communication Materials

*Ensure that the production of communication products and materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.*

- Implement the tasks in the country communication work plan and strategy as assigned.
- Gather content and coverage of relevant country efforts to identify effective relevant country programme activities and results. Develop complementary, country specific and local community materials and activities.
- Support the production of communication materials (e.g. briefing notes, images, video. Web pages etc.) that meet the country and global standards as set out in the Communication Toolkit.
- 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.) to meet standards as set out in the Communication Toolkit.
- 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 established contacts, networks, resources and processes to support communication activities.

### 3. Monitoring and evaluation

*Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared on a timely basis.*

- Assist in 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 UNICEF in the country and recommend appropriate action to maintain a positive image for the organization.
- Assist in providing feedback to DOC on the use and appropriateness of global 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.
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

Successful accomplishment of the assigned tasks to support communication and advocacy plans of UNICEF Mexico. A trimestral work plan will be developed by the Communications Officer (NO-2), and the selected professional, following the established duties in the current Terms of Reference. By “successful accomplishment” it is understood that deliverables will be on time and in the quality expected for a professional of communications.

### DELIVERABLES / OUTPUT

During the appointment, the Communication Officer (NO-1) is expected to perform the following activities and/or deliverables, among others. The specific output results will be according to the Office’s needs and request during his/ her tenure.

- Number of press pieces, as result of media management
- Number of work documents, as result of information management
- Number of initiatives or events supported during his/ her appointment
- Number of tasks completed of the ongoing projects in media/ advocacy.

### REQUIRED QUALIFICATIONS

|                        |   |
|------------------------|---|
| <b>Education</b>       | University degree (Bachelor’s Degree), preferably, in Communications, Journalism, Public Relations or any other related field.  |
| <b>Work Experience</b> | <ul style="list-style-type: none"> <li>• A minimum of one year of practical experience in media communications is required.</li> <li>• Experience in media management and building partnerships with media is desirable</li> <li>• Abilities in risk and crisis management is desirable.</li> </ul> |
| <b>Languages</b>       | <ul style="list-style-type: none"> <li>▪ Fluency in Spanish</li> <li>▪ Intermediate level of English is required, but complete fluency is preferred.</li> </ul>   |

**UNICEF VALUES AND COMPETENCY REQUIRED (BASED ON THE UPDATED FRAMEWORK)**

Core values of care, respect, integrity, trust, and accountability.

UNICEF competencies required for this post are:

(1) Builds and maintains partnerships (2) Demonstrates self-awareness and ethical awareness (3) Drive to achieve results for impact (4) Innovates and embraces change (5) Manages ambiguity and complexity (6) Thinks and acts strategically (7) Works collaboratively with others

[UNICEF is committed to diversity and inclusion within its workforce](#), and encourages all candidates, irrespective of gender, nationality, religious and ethnic backgrounds, including persons living with disabilities, to apply to become a part of the organization.

We offer a [wide range of benefits to our staff](#), including paid parental leave, breastfeeding breaks, and reasonable accommodation for persons with disabilities. UNICEF strongly encourages the use of flexible working arrangements.

UNICEF has a zero-tolerance policy on conduct incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority, and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.