



**UNITED NATIONS CHILDREN'S FUND  
(Adapted GENERIC) JOB PROFILE**

**I. Post Information**

POST NUMBER/ CASE NUMBER# GUI24019  
POST OF SUPERVISOR: Deputy Representative #  
1649  
REGION/DIVISION: WCAR  
COUNTRY: **Guinea**  
DUTY STATION: Conakry  
OFFICE: **Guinea CO**  
SECTION: **Programme**  
UNIT: **SBC**

CATEGORY: **IP**  
PROPOSED LEVEL: **P4**  
JOB TITLE: **Social and Behavior Change  
Manager ( Youth Engagement, Gender  
and Adolescent)**  
Functional Code: CFD  
ICSC CCOG Code: 1L05

**II. Organizational Context and Purpose for the job**

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children's rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are violated. There is growing evidence that investing in the health, education and protection of a society's most disadvantaged citizens — addressing inequity — not only will give all children the opportunity to fulfill their potential but also will lead to sustained growth and stability of countries. This is why the focus on equity is so vital. It accelerates progress towards realizing the human rights of all children, which is the universal mandate of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nations.

Social and Behaviour Change in UNICEF is a cross-cutting programme strategy that analyses and addresses the cognitive, social and structural determinants of individual practices and societal changes in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, their values, the socio-cultural norms and the economic and institutional contexts that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for change. SBC brings social and behavioral evidence generation together with participation in community-led and human-centered processes. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around behaviors like immunization, feeding practices, learning, hygiene, and positive discipline.

UNICEF SBC employs a mix of approaches including community engagement, strategic communication, applied behavioral science, service delivery improvement, systems strengthening, social mobilization and policy advocacy to advance child rights, survival, development, protection and participation.

Gender equality is a priority for UNICEF, as manifested in its Gender Action Plan 2022–2025 (GAP). The GAP establishes UNICEF’s intention to transform into a more gender-responsive organization with enhanced ambitions for gender equality across results areas. Programme priorities included in the GAP include girls’ empowerment and transforming harmful gender norms from early childhood through adolescence.

Guinea's population is estimated to be 13.6 million in 2023 (64% rural and 52% female), with an annual growth rate of 2.9%. People under the age of 18 represent 51.3% of the population. Young people aged between 10 and 18 account for 23%. The potential demographic dividend is overshadowed by the challenges of expanding basic social services, strengthening social protection and improving employability.

The vision of the 2024-28 country programme is: "A Guinea where children, especially adolescent girls and children from the most vulnerable families in the most disadvantaged geographical areas, have equitable opportunities for sustainable access to essential social services and quality social protection, and can reach their full potential, including in a context of climate-related vulnerabilities and emergencies."

**Job organizational context:**

The Social and Behavior Change Manager ( Youth Engagement, Gender and Adolescent) leads the social Behavior change, Youth engagement, Gender and Adolescent Programme of a highly complex nature, under the direct supervision of the Deputy Representative Programme (P4 level) and overall guidance of the Representative (D1 level).

**Purpose for the job:**

The Social and Behavior Change Manager ( Youth Engagement, Gender and Adolescent) reports to the Deputy Representative Programme for general guidance and direction. The Social and Behavior Change Manager is responsible for developing a systematic, planned and evidence-based strategy and process for SBC as an integral part of programme development, planning and implementation. By appropriate social and behavioural science, as well as the empowerment and participation of stakeholders, communities, children, civil society partners and government counterparts, s/he promotes measurable behavioral and social change/mobilization.

S/he also performs the role of Gender Focal Point for the Office. As such, the SBC manager provides authoritative technical guidance/operational support throughout all stages of programming to facilitate the management and delivery of results contributing to gender equality in alignment with the UNICEF Gender Action Plan (2022-2025). S/he supports the development, implementation, and monitoring of high-quality gender programming/projects across sectors in alignment with the Gender Action Plan. This subsequently contributes to the achievement of sustainable and concrete results on improving children’s rights, survival and well-being in the country.

### III. Key function, accountabilities and related duties/tasks

#### Summary of key functions/accountabilities:

1. **Generate & Use Evidence:** Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programs and outcomes in both development and emergency contexts and to build the evidence base for SBC
2. **Design, plan and implement:** Design, plan and implement Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts
3. **Advocate & Build Partnerships:** Support operationalization of Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programs by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building
4. **Build Capacities:** Promote continuous learning, strengthening and scaling up in Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programs for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

#### 1. **Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programs.**

- Establish clear SBC and Gender results framework and oversee data collection, tracking, monitoring, and reporting and disseminating Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative results. Contribute to relevant UNICEF monitoring systems such as RAM.
- Lead and/or manage situation analysis for Social Behaviour Change, Youth Engagement, Gender and Adolescent situation analyses that identify social and behavioural drivers.
- Synthesize and stay up to date with data, evidence and trends for social and behavioural and gender issues and provide leadership on programme directions informed by this information
- Guide staff in commissioning, managing and utilizing qualitative and quantitative research on gender transformative approach, on social and behavioral drivers, including behavioral analysis, human centered design, social listening, behavioral insights, participatory research and RCTs. Ensure integration of results of research in Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative strategies.
- Ensure that Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative activities and products are informed by formative research and pretesting and are culturally and contextually relevant. Provide leadership on the quality control of SBC activities and products as needed.
- Remain current on the latest innovative approaches and technology in Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative approach and the latest developments in social and behavioural sciences and ensure their integration them

in programme approaches. Advocate for their adoption among internal and external stakeholders.

- Provide leadership in promoting and disseminating best practices and innovative approaches and technology in Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programs and advocating for their uptake in sectoral programmes (internal and external).
- Oversee establishment of community feedback mechanisms and use of feedback to inform community engagement and SBC actions for disaster preparedness, response, recovery and resilience.
- Provide leadership for generation and use of Social Behaviour Change, Youth Engagement, Gender and Adolescent evidence, data, and assessments for disaster preparedness, response, recovery and resilience.

**2. Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.**

- Promote and advocate for application of evidence, insights, innovations and new technologies to SBC and youth engagement strategies and activities and to Gender and Adolescent transformative programs.
- Provide advice and leadership in the development, implementation and monitoring of Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative strategies, in line with global standards and UNICEF priorities and approaches.
- Advise on technical quality, consistency and relevance of Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative activities and platforms for engagement, ensuring quality and integration of the latest evidence and UNICEF's programmatic approaches.
- Approve and use resources as planned, manage and monitor programme funds and verify compliance with organizational guidelines, rules, regulations and standards.
- Provide technical advice on the design, planning, implementation and monitoring of community engagement and Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative interventions in the context of humanitarian emergencies
- Guide on the development and coordination of SBC and RCCE plans for preparedness and response
- Provide SBC inputs to development and implementation of Accountability to Affected Populations frameworks, in collaboration with other sections and partners.
- Facilitate cross – sectoral implementation of Social Behaviour Change, Youth Engagement, Gender and Adolescent related projects and programmes.
- Ensure quality of Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative activities, material/products and engagement opportunities.
- Lead in the development of policies, methods, frameworks and tools for Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programming.

- Participate in budget planning and management of programme funds and support country offices in budget planning.

**3. Support operationalization of Social Behaviour Change, Youth Engagement, Gender and Adolescent `transformative programs by advocating for SBC and gender transformative programs, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.**

- Establish and maintain partnerships and resource mobilization opportunities to support SBC and gender equality. Advocate for UNICEF priorities within these mechanisms.
- Lead collaboration with national, regional and/or global partners to link and coordinate Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative approaches.
- Mobilize financial resources for Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programs resource mobilization.
- Mobilize, coach and supervise Human Resources to achieve Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative goals and objectives. Manage and oversee their activities and deliverables.
- Oversee financial planning, budgeting, tracking and management of funds for Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative.
- Advocate to senior managers and senior decision makers (internal and external) on inclusion of social and behavioural approaches and Gender in sectoral workplans and strategies and funding plans.
- Contribute to the policy and agenda setting for SBC advocacy and investments within UNICEF office and among partners.
- Represent UNICEF interests among stakeholders and partners for the implementation of community engagement, Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programs in humanitarian actions. Provide technical advice to UNICEF office for coordination among stakeholders and partners.
- Advocate internally and externally for integration of Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programs in national systems, in the country programme, and in sectoral plans.

**4. Promote continuous learning, strengthening and scaling up in Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative programs for both development and humanitarian contexts through capacity building for UNICEF staff and partners.**

- Develop and/or use of tools, guidelines and training materials to build SBC capacity among country staff, implementing partners and other relevant government and non-government partners.
- Identify capacity development needs of country offices and partners and oversee design and organization of SBC capacity development initiatives, including new approaches such as behavioural analysis, behavioural insights, human centred design, social listening, and social accountability mechanisms.
- Promote and advocate for best practices and uptake of new SBC methods and knowledge internally and externally.

- Lead and plan Social Behaviour Change, Youth Engagement, Gender and Adolescent capacity assessments.
- Advocate with government counterparts for the uptake of SBC capacity building in national systems and plans.
- Initiate and manage partnership with academia and learning institutions for the delivery of Social Behaviour Change, Youth Engagement, Gender and Adolescent capacity development activities.
- Provide technical assistance to systems strengthening for community engagement in humanitarian contexts, Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative relevant sectors.
- Initiate and oversee capacity development activities for humanitarian programming with a focus on preparedness, response and recovery.
- Secure resources for Social Behaviour Change, Youth Engagement, Gender and Adolescent capacity development activities.

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

Efficient and effective technical, operational, and managerial leadership and support, strengthens quality of evidence and science-based Social Behaviour Change, Youth Engagement, Gender and Adolescent transformative strategies, products and activities. This impacts the ability of UNICEF to promote changes in behaviors, social attitudes, beliefs, norms, policies and practices of individuals, communities, institutions and society as a whole. This in turn contributes to UNICEF's ability to fulfill its mission to improve child rights related to survival, development, protection and participation in the country.

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

##### **i) Core Values**

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

##### **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)

\*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.

<b>VI. Recruitment Qualifications</b>	
Education:	An advanced university degree (Master’s or higher) in one of the following fields is required: social and behavioral science, sociology, anthropology, psychology, communication, international development, gender and/or another relevant technical field.
Experience:	<ul style="list-style-type: none"> <li>• A minimum of eight (8) years of relevant professional experience at the national or international levels in developing, implementing, evaluating, and managing social and behavioral change strategies, in social and policy program development planning and management, operational support and humanitarian settings is required.</li> <li>• Relevant experience in youth engagement, gender and adolescent program/project development and management in related areas in a UN system agency or organization is highly desirable.</li> <li>• Demonstrated expertise in the application of social and behavior change science, theories, research, and analysis, to all stages of the programmes cycle.</li> <li>• Proven ability to manage social research, including quantitative, qualitative, and participatory methods for formative assessments, identifying behavioural drivers, and tracking, measurement and evaluation of social change is desirable.</li> <li>• Demonstrated ability to stay updated with new developments in the Social Behaviour Change, Youth Engagement, Gender and Adolescent fields is required.</li> <li>• Familiarity with new and emerging approaches such as behavioural insights, human centered design, social listening, among others is a plus.</li> </ul>

	<ul style="list-style-type: none"><li>• Demonstrated experience in the execution of complex priorities, processes and projects in office work-plans.</li><li>• Relevant experience in a UN system agency or organization is considered as an asset.</li><li>• Experience working in a developing country is considered as an asset.</li></ul>
Language Requirements:	Fluency in French required. Working knowledge of English