



UNITED NATIONS CHILDREN'S FUND (GENERIC) JOB PROFILE

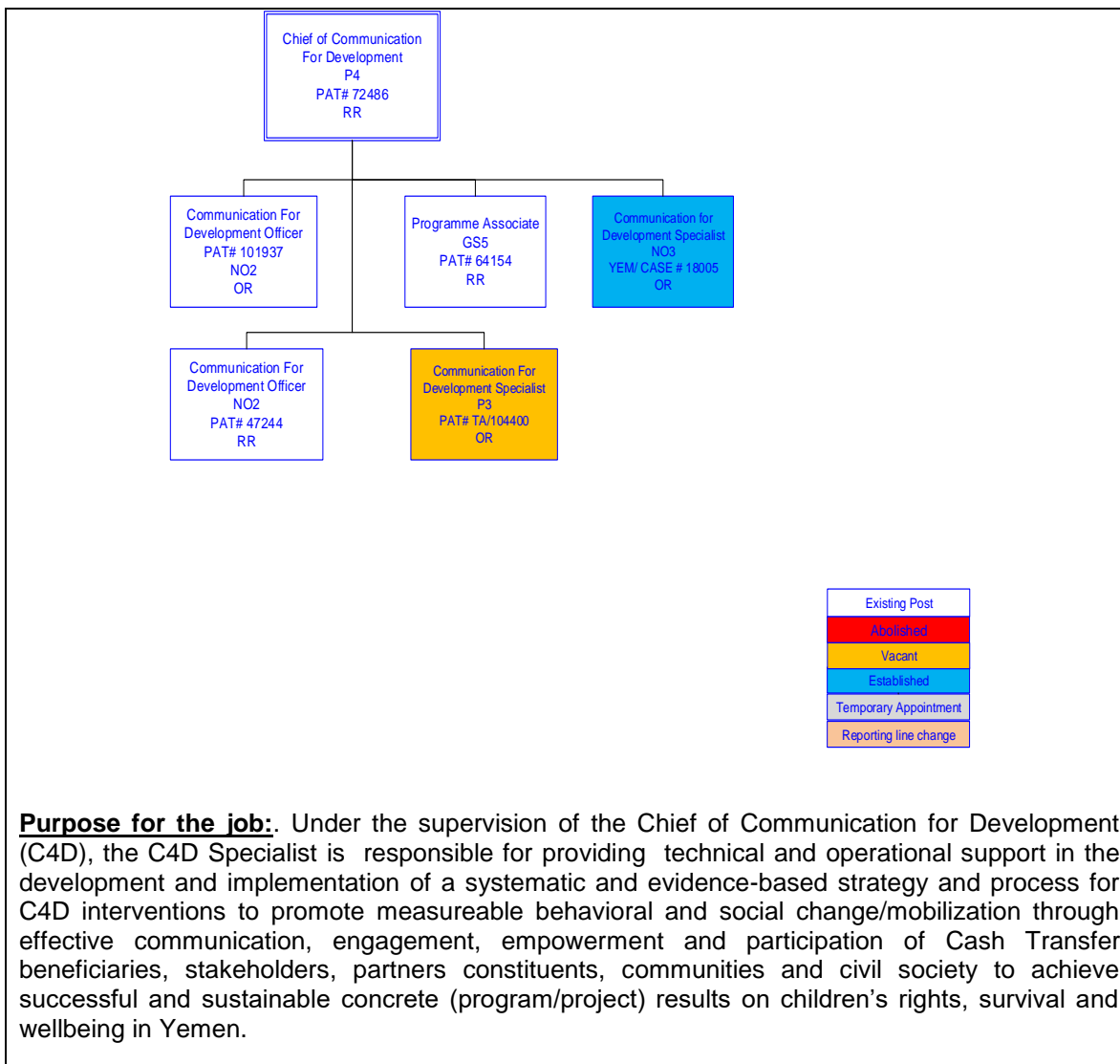
I. Post Information

Job Title: **Communications for Development Specialist (C4D)**
Supervisor Title/ Level: P4
Organizational Unit: **Programme**
Post Location: SANAA

Job Level: **Level 3 (NOC)**
Job Profile No.:
CCOG Code:
Functional Code:
Job Classification Level:

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.



III. Key function, accountabilities and related duties/tasks

Summary of key functions/accountabilities:

1. Support design and implementation of an overall C4D strategy in support of the country programme
2. Support the planning, implementation and monitoring of integrated C4D interventions designed to influence, promote and support household and community decisions that are in the best interest of the child in Yemen
3. Develop and strengthen strong advocacy, outreach, networking and partnerships at national and subnational levels for effective implementation of social and behaviour change
4. Facilitate evidence generation, Innovation, knowledge management and capacity

building of partners to plan and implement sustainable C4D programme in Yemen

1. Support to strategy design and development of C4D interventions

- Conduct and/or participate in comprehensive and regular C4D situation analysis of social, cultural, economic and political determinants of effective social and behaviour change interventions
- Assess/synthesize qualitative and quantitative information, data and evidence to support the establishment of comprehensive and evidence-based information for developing and planning of a social and behaviour change components of the emergency Cash transfer Programme
- Participate in country program planning and reviews to contribute to discussions on the underlying and contextual issues to be addressed (e.g. policies, gender/children inequality, cultural/social behavior etc) to ensure the successful and sustainable delivery of program results and provide technical recommendations on approaches, strategies and plans of action for C4D to promote behavioral and social change.
- Prepare or provide quality assurance on public information and materials and related documentations for C4D strategies and plans to ensure optimum impact, scale and sustainability of achievements/results.
- Collaborate/consult with a wide range of partners and stakeholders to ensure synergy, integration, coherence, and harmonization of C4D activities within Country Programme Priorities, Global C4D and communications priorities and UN system-wide development activities and initiatives including in humanitarian response.

2. Implementation of C4D activities

- Identify, build, maintain and strengthen partnerships through networking and proactive collaboration and engagement with strategic partners including local authorities, executive units, local councils, community and religious leaders and others to promote UNICEF mission and goals for child rights, social equity and inclusiveness in Yemen
- Coordinate the implementation of high quality and innovative community and public engagement and participation interventions through integrated C4D approaches aimed at mobilizing and garnering household, community and public support, acceptance and adoption of critical lifesaving, care and protective practices using the Cash Transfer programme as a basis of engagement
- Provide technical inputs and quality control in the development, testing, production, distribution and dissemination of appropriate information, education and communication materials for maximum audience reach and impact in consultation and collaboration with internal and external partners
- Carry out C4D advocacy activities with/for a wide range of constituents, stakeholders, partners, communities, etc. to encourage/promote engagement and dialogue, inclusion, self determination and participation in mobilizing social, political, behavioral and cultural change to achieve sustainable program results on children and women's rights, equity and wellbeing.
- Conduct and/or participate in (social) data collection and analysis for evidence generation, monitoring and evaluation exercises, including country program reviews, KAP assessments and surveys, etc. Recommend timely action to ensure the achievement of results as planned and allocated.

3. Technical and operational support

- Collaborate with internal CO, RO and/or HQ colleagues to contribute to the development of strategies, approaches, policies and the planning of C4D social and resource mobilization initiatives in support of programs/projects implementation and delivery of

<ul style="list-style-type: none"> results, including humanitarian response. Participate in CO strategic discussions to collaborate on policy and agenda setting for C4D advocacy and investments and related external relations and resource mobilization initiatives. Participate in budget planning and management of program funds and prepare financial plan for C4D initiatives. Monitor/track the use of resources as planned and verify compliance with organizational guidelines, rules and regulations and standards of ethics and transparency.
<p>4. Advocacy, networking and partnership building</p> <ul style="list-style-type: none"> Collaborate with internal global/regional communication partners to harmonize, link and/or coordinate messaging and use of multiple media and communication platforms to enhance C4D outreach including in humanitarian response Participate in organizational and/or inter-agency discussions, Working Groups, Clusters etc in formulating and articulating C4D plans and outcomes and in disseminating key results and lessons learnt.
<p>5. Innovation, knowledge management and capacity building</p> <ul style="list-style-type: none"> Implement innovative practices, approaches and latest technology on multiple media and social/digital platforms and networks for C4D that are appropriate/available for the CO context and audience. Institutionalize/share best practices and knowledge learned/products with global/local partners and stakeholders to build capacity of practitioners, and disseminate these products to key audiences including donors and partners. Organize/implement capacity building initiatives to enhance the competencies of clients/stakeholders/partners (government and non-government) in C4D planning, implementation and evaluation in support of programs/projects

IV. Impact of Results

The strategic and effective development and implementation of C4D interventions and advocacy initiatives and products directly impact on the ability of UNICEF to promote social, political and economic action and changes in behaviors, social attitudes, beliefs, harmful social norms and actions by communities, individuals and society on children's right, survival and wellbeing. This in turn contributes to enhancing the ability of UNICEF to fulfill its mission to achieve sustainable, locally-owned and concrete results in improving the survival, development and wellbeing of children in the country.

V. Competencies and level of proficiency required (based on UNICEF Professional Competency Profiles/ratings).

<p><u>Core Values</u></p> <ul style="list-style-type: none"> Commitment Diversity and inclusion Integrity <p><u>Core competencies</u></p> <ul style="list-style-type: none"> Communication (III) Working with people (II) Drive for results (II) 	<p><u>Functional Competencies:</u></p> <ul style="list-style-type: none"> Leading and supervising (I) Formulating strategies/concepts (II) Relating and networking (II) Persuading and influencing (II) Applying technical expertise (II) Entrepreneurial thinking (II)
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VI. Recruitment Qualifications

Education:	An Advanced University Degree in social and behavioral science, sociology, anthropology, psychology, education, communication, public relations or other related social science field is required. <i>*Note that first degree and relevant experience of more than 8 years will also be considered in lieu of advanced degree</i>
Experience:	A minimum of 5 years of professional experience in areas of social development program planning, communications and development, public advocacy and/or related areas at the international and/or large organization some of which preferably were served in a developing country is required. Relevant experience in related areas in a UN system agency or organization is an asset.
Language Requirements:	Fluency in English is required. Knowledge of another official UN language or a local language is an asset

VII. Signatures- Job Description Certification

Name:	Signature	Date
Title: (Supervisor)		
Name:	Signature	Date
Title: (Head of Office)		