



UNITED NATIONS CHILDREN'S FUND
SPECIFIC JOB PROFILE

I. Post Information

Job Title: **Digital Communication Officer**
Supervisor Title/ Level: **Chief of Communication / P4**
Organizational Unit: **Communication Section**
Post Location: **Manila, Philippines**

Job Level: **NO-1**
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.

Job organizational context *(Please outline the type of office this position is in, in addition to its supervisor):*

The Philippine Country Office is a medium-to-large size country office with its base in Manila. It has a regular field office in Cotabato City which is a "C" duty station. Moreover, the office is situated in a country that is highly exposed to natural hazards. The office has its own PFP team which raises funds for its different programmes, including emergencies.

This post reports to the Chief of Advocacy and Communication. Overall framework and direction are provided by the supervisor. Incumbent receives guidance from the supervisor on major technical issues; advises on current issues in the digital sector; and suggests ideas and improvement to work modalities.

Purpose for the job *(Please outline the overall responsibility of this position)*

Under the guidance of the Chief of Advocacy and Communication, the Digital Communication Officer is accountable for assisting in planning, monitoring, and evaluating of UNICEF Philippines digital communication across all digital platforms. This will contribute to the progress of the office's advocacy and communication strategy to get children's and women's

issues into the public domain, strengthen political will in support of UNICEF's mission, programme, and advocacy in the country, and enhance the organization's credibility and brand.

III. Key functions, accountabilities and related duties/tasks *(Please outline the key accountabilities for this position and underneath each accountability, the duties that describe how they are delivered. Please limit to four to seven accountabilities)*

Summary of key functions/accountabilities:

Under the guidance of the Chief of Advocacy and Communication, the Communication Officer NO1 will be responsible for the following:

1. Support the management and development of UNICEF's online presence.

- Support the development, implementation, and management of UNICEF Philippines Digital Communication Strategy in line with the principles of the Convention of the Rights of the Child, in a way that emphasizes interaction and dialogue. This shall be done in close coordination with programmes to identify key advocacy asks, messages, framing and delivery methods.
- Engage with UNICEF staff, relevant online audiences, networks (especially youth networks) to support their ability to tell stories around key advocacy asks messages. UNICEF Philippines online presence, through social media content, U-report and other platforms, will reach decision makers, increase positive partnerships with key actors and the private sector to influence policies, budgets, practices that leads to positive social change for children.
- Assist in the research of potential opportunities to engage more directly with large parts of the populations — particularly the large populations of young people — together with active civil society, to increase positive partnerships with key actors and advocates and the private sector to influence positive social change.

2. Content development and brand:

- Support the development of digital content strategies and write and create dynamic content for UNICEF Philippines digital communication platforms such as official website, social media accounts and online publications. Ensure daily content are tailored to each platform.

3. Community Management. Share community moderation responsibilities with other team members to monitor follower sentiment, inform overall strategy, to ensure relevant engagement opportunities are flag, acted upon and addressed for building digital communication capacity among UNICEF Philippines team and relevant partners.

4. Influencer engagement

- Assist the growth of social networks of UNICEF Philippines celebrities and lead the development of customized content for their fans and followers, working closely with the celebrity relations team.
- Support the development of an online influencer strategy to support UNICEF's advocacies in coordination with celebrity relations team, to contribute to the Global Advocacy and Communication Strategy's target of 200 million engaged individuals.

5. Online youth engagement and participation. Seek opportunities to engage more directly with large parts of the populations – particularly the large populations of young people – together with active civil society, to increase positive partnerships with key actors and advocates and the private sector to influence positive social change.

6. Advocacy and policy support:

- Assist in the provision of reports to management on the impact of messaging on key advocacy areas.
- Support initiatives and efforts of UNICEF Philippines flagship advocacy initiatives including on climate action, immunization and other areas needing advocacy support.
- Provide recommendations to management to improve advocacy asks and messaging, and impact.

7. Monitoring and Analysis

- Assist in the monitoring of UNICEF Philippines' performance in digital communication platforms and give recommendations to improve online presence.
- Support the organization and coordination of surveys and other means of evaluating online messaging such as impact on audience, impact of online campaigns, effective framing, agenda setting, etc.
- Keep track of digital activities of partners (government agencies, CSOs) and other UN agencies to support joint efforts, activities, and projects.

8. Support the coordination with Private Fundraising and Partnerships: Support the coordination with the abovementioned team for fundraising campaigns and content as relevant.

9. Provide other communication and advocacy support as requested by supervisor

IV. Impact of Results *(Please briefly outline how the efficiency and efficacy of the incumbent impacts its office/division and how this in turn improves UNICEF's capacity in achieving its goals)*

- Decisions on appropriate digital communication methodologies and approaches, technical resources are required, quality and appropriateness of information materials produced, target audiences to be reached, allocation of financial resources, as well as a time-frame for various activities, all of which will affect the achievement of country programme and organizational goals.
- Makes recommendations on appropriate digital communication strategies to achieve the organization's global goals, and to support UNICEF's mission in the country.
- Inadequate assessment of digital trends, social and political changes and public interest and omission of important allies will result in ineffective digital strategies and loss of credibility, which will damage UNICEF's image and affect fulfilment of programme objectives and organizational goals.
- Inappropriate digital assets will lead to a waste of resources and failure to reach our advocacy target.


V. Competencies and level of proficiency required (please base on UNICEF Competency Profiles)

<p><u>Core Values</u></p> <ul style="list-style-type: none"> • Care • Respect • Integrity • Trust • Accountability • Sustainability <p><u>Core competencies</u></p> <ul style="list-style-type: none"> • 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) • Drives to achieve impactful results (2) • Manages ambiguity and complexity (2) 	<p><u>Functional Competencies:</u></p> <ul style="list-style-type: none"> • Persuading and influencing (1) • Applying technical expertise (1) • Learning and Researching (2) • Planning and Organizing (2)
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VI. Recruitment Qualifications

<p>Education:</p>	<p>University degree in Communications, Journalism, Public Relations, Digital Marketing, Humanities, Languages, or a related field.</p>
<p>Experience:</p>	<p>One (1) year current work experience in planning and initiating digital communication platforms, social media, digital marketing and/or campaigning, and online publishing.</p> <p>Prior social media content strategy and platform management experience working with a global organization (private sector/UN/INGO), especially working on projects of large scale, involving multiple users and groups is an asset.</p> <p>Excellent writing, editing skills, especially for digital is a must.</p> <p>Quick thinking and ability to spot trends and utilize opportunities to respond quickly to social sentiment is desired.</p> <p>Ability to measure quality/impact of content for future improvement is an asset.</p> <p>Strong grip on digital trends specific to the Philippines is highly preferred.</p> <p>Field work experience and background/familiarity with emergency situations is a plus.</p>

Language Requirements:	Fluency in English and Filipino. Knowledge of regional languages in the Philippines is an asset.
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VII. Signatures- Job Description Certification		
Name: LELY DJUHARI	<i>Lely Djuhari</i>	Date
Title: Chief of Advocacy and Communication (Supervisor)		
Name: OYUNSAYIKHAN DENDEVNOROV		Date:
Title: Representative		