



UNITED NATIONS CHILDREN'S FUND
GENERIC JOB PROFILE (GJP)

I. Post Information

Job Title: **Social & Behavior Change Specialist**
Supervisor Title/ Level: **Head of Section 5**
Organizational Unit: **Programme**
Post Location: **Kinshasa, RDC**

Job Level: **Level 3**
Job Profile No.:
CCOG Code: **1L05**
Functional Code: **SBC**
Job Classification Level: **Level 3**

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.

In DRC, 734,000 children have never been in contact with vaccination services. This places the country third in the WHO African Region for the highest number of zero-dose children, and sixth worldwide. This high number of zero-dose children is spread across the 26 provinces of the DRC, the most important of which are: Tshuapa (92%), Tanganyika (91%), Maniema (89%), Mongala (83%). Several factors have been identified by the various surveys as being at the root of these missed vaccination opportunities in these different provinces, notably the advent of Covid-19 in 2019, the displacement of populations in certain provinces following the proliferation of national and foreign armed groups, as well as inter-ethnic conflicts preventing them from requesting vaccination at a well-known vaccination point, natural obstacles preventing access to a part of the population located in small islands or in rivers that are difficult to reach, and the neglect of certain categories of the population living in shantytowns or peri-urban districts in certain large cities. In addition, some data show that 30% of mothers or guardians of children attending health establishments did not have a vaccination card (VCS (Vaccine Coverage Survey) 2021); 15% of mothers and caregivers are unaware of the need to return for the 2nd and 3rd doses; this proportion falls to 5% according to VCS (vaccine coverage survey) 2021; 14% of mothers and caregivers lack confidence in immunization services according to VCS2020, although this indicator is expected to improve to 4% by 2022.

According to the targets set by the catch-up plan, the DRC intends to reach at least 70% of missed children by the end of 2025. The first phase of this catch-up plan will target children who were not or insufficiently vaccinated during the acute crisis of the COVID19 pandemic (from 2019 to 2022).

To generate demand, the catch-up plan provides for :

- The integration of immunization services with other intervention (Vit A, deworming, LLINs, FP, antenatal and postnatal care; and humanitarian assistance) and sectors and the functionality of the child survival platform in the second year of life are opportunities for health system strengthening.
- Interventions or health services can be integrated efficiently they are supported by the following community activities:
- Advocacy to promote integration and coordination between different program administrators;
- Development of guidelines and standards for the integration of health programs and other sectors;
- Capacity-building for multi-skilled community players.

Social and Behaviour Change in UNICEF is a cross-cutting programme strategy that addresses the cognitive, social and structural determinants of social change in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, values, and the socio-cultural norms that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for sustainable behavior and social change. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around social and behavioral practices like immunization, breastfeeding, hygiene, and positive discipline.

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

Purpose for the job:

The Social and Behavior Change Specialist reports to the **head of section** for general guidance and supervision. He will work closely with UNICEF big catch-up coordinator for technical orientation. The Specialist provides technical and operational support for developing a systematic, planned and evidence-based strategy and process for SBC as an integral part of programme development, planning and implementation. Through communication and engagement, 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. This subsequently contributes to the achievement of sustainable and concrete results in improving children's rights, survival and wellbeing in the country.

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:

1. **Generate & Use Evidence:** 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 SBC to strengthen immunization services in targeted provinces.
2. **Design, plan and implement:** Design, plan and implement SBC activities that strengthen the existing immunization system by generating social and behavioural evidence and strong mechanisms for engagement and participation in development and humanitarian contexts.

3. **Advocate & Build Partnerships:** Support operationalization of SBC 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 SBC in catch-up vaccination zones 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 SBC to strengthen immunization services in targeted provinces and health zones.**

- In collaboration with sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, design and conduct SBC situation analyses and formative research that identify social and behavioral drivers; initiate, commission, manage and/or utilize qualitative and quantitative research on social and behavioral drivers that include behavioural analysis, human centred design, social listening, behavioural insights, participatory research and/or RCT.
- Establish community feedback mechanisms and use feedback to inform community engagement and SBC actions for the development and implementation of catch-up vaccination interventions more tailored to each target province in the context of disaster preparedness, response, recovery and resilience.
- Develop terms of reference, research tools, frameworks and protocols for generating evidence to inform SBC initiatives in children's immunization catch-up and apply tools, methodologies and frameworks for data collection, tracking, monitoring and reporting and disseminating SBC results.
- Conduct and/or participate in country programme monitoring and evaluation exercises and make recommendations on workplan revisions based on the results.
- Develop and manage relationships with external partners, vendors and consultants for research and evidence generation and support of SBC.

2. **Design, plan and implement SBC activities that strengthen the existing immunization system by generating social and behavioral evidence and strong mechanisms for engagement and participation in development and humanitarian contexts.**

- In collaboration/consultation with UNICEF sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, develop, implement and monitor evidence-based SBC strategies and activities, in line with global standards and UNICEF priorities and approaches.
- In collaboration/consultation with UNICEF sectoral and cross-sectoral colleagues and implementing partners, select appropriate SBC activities and platforms for engagement, ensuring quality and integration of the latest evidence and science-backed approaches. In this process, oversee coordination with SBC stakeholders and partners to align plans and activities.
- Identify, propose, and implement evidence-based programme/strategy recommendations from current data, evidence and trends for priority social and behavioral issues that can enable child identification and catch-up and ensure the integration of latest innovative approaches and technology in SBC, in programme approaches and advocate for their adoption among internal and external stakeholders.
- Apply the above skills of designing, planning, implementing, and monitoring of community engagement and SBC interventions in catch-up immunization of children in targeted provinces.
- Make viable recommendations on inclusion of community engagement and social and behavioural approaches in sectoral work plans and strategies. Advocate for the inclusion of community engagement and social and behavioral approaches in sectoral workplans based on active participation in sectoral programme planning and reviews and viable recommendations for the integration of SBC.

3. Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.

- Represent UNICEF's interests in partnerships and manage development of and progress against joint project agreements with relevant partners; represent the UNICEF CO and SBC Section in national and international level fora and among partners as relevant and necessary.
- Collaborate with national, regional and/or global partners to link and coordinate SBC approaches.
- Cultivate resource mobilization opportunities and produce proposals, reports and other materials to support resources mobilization. Contribute to mobilizing human resources for SBC, including staff, consultants and external vendors.
- Identify, recruit, and supervise consultants, vendors and other technical expertise to support delivery of SBC activities within the framework of vaccine catch-up in targeted provinces. Plan, use and track the use of resources and verify compliance with organizational guidelines and standards.
- Contribute to intervention planning, financial planning, budget planning and tracking and financial management for SBC.
- Identify, disseminate, and adopt best practices and innovative approaches and technology in SBC, integrate them in programme approaches and support SBC and sectoral teams in implementing them.
- Coordinate with stakeholders and partners for the implementation of community engagement and SBC in humanitarian actions.

4. Promote continuous learning, strengthening, and scaling up in SBC and in catch-up vaccination zones for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

- Identify, design, and organize SBC training materials and opportunities for staff and partners, including on new approaches such as behavioural analysis, behavioural insights, human-centered design, social listening, and social accountability mechanisms. Develop and/or use and adapt existing UNICEF learning resources, guidelines and training materials to build SBC capacity among staff, implementing partners and relevant government and non-government counterparts.
- Develop and institutionalize best practices, facilitate the exchange of experiences and provide technical assistance for the uptake of new SBC methods and knowledge internally and externally.
- Plan and implement SBC capacity assessments within the CO.
- Identify and mobilize resources to support capacity development internally and externally and provide SBC technical support and capacity building to government counterparts.
- Initiate and manage partnerships with academia and learning institutions for the delivery of SBC capacity development activities.
- Identify and develop mechanisms to strengthen systems for community engagement in humanitarian contexts.
- Develop and/or adapt capacity development tools and activities for humanitarian programming with a focus on preparedness, response and recovery.

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)*

Efficient and effective technical, operational and managerial support strengthens quality of evidence and science-based SBC 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. 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 (1)
- 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)

iii) Core Competencies for Staff without Supervisory Responsibilities

- 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)

VI. Recruitment Qualifications

Education:	<p>An advanced university degree (Master's) in one of the following fields is required: Communication, Marketing, Social Behavior Change, Public Policy, Social Sciences, International Relations, Political Sciences, or another relevant technical field.</p> <p>A first level university degree (Bachelor's) in the relevant fields, with an additional two (2) years of professional experience (7 in total) may be accepted in lieu of a master's degree.</p>
Experience:	<p>A minimum of five years of professional experience in SBC for Immunization.</p> <p>A strong experience in immunization strategies as Big Catch up, zero dose approaches, Equity Accelerate Fund , reach each health zone/district/child.</p>

	<p>Relevant experience in a UN system agency or organization is considered as an asset.</p> <p>Experience working in a developing country is considered as an asset.</p>
Language Requirements:	Fluency in French and English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

VII. Child Safeguarding	
Is this role a representative, deputy representative, chief of field office, the most senior child protection role in the office, child safeguarding focal point or investigator (OIAI)?	No
Is this post a direct contact role in which incumbent will be in contact with children either face-to-face, or by remote communication, but the communication will not be moderated and relayed by another person?	Yes
Is this post a child data role in which the incumbent will be manipulating or transmitting personal-identifiable information on children such as names, national ID, location data or photos?	Yes
The selected candidate for the position will be required to engage with vulnerable children?	Yes