

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

Post Title	Communication Officer (Campaigns)	Post Level	NO1
Supervisor's title	Communications Officer (Public Advocacy)	Supervisor's Level	NO2
Contract duration	364 days	Duty Station	Mexico City, Mexico

JOB ORGANIZATIONAL CONTEXT AND PURPOSE FOR THE JOB

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 works in Mexico to support the country's efforts to implement the Convention on the Rights of the Child. 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 building the structure we need to increase our reach in the country and improve the services we deliver.

Flagship communication campaigns improve the Mexican public's awareness of UNICEF's work for children in Mexico, make UNICEF's programmes for children more visible and impactful, increase the public's understanding that this work is only possible thanks to donations, and raises donations to support UNICEF's work in Mexico from the Mexican public.

This role acts as the **Communication Officer (Campaigns), (NO-1)**, whose main role is to act as campaign planner and coordinator for UNICEF Mexico's flagship campaigns towards the Mexican public and makes sure they benefit the organization's goals from brand building, public advocacy, and fundraising perspectives, under the under the direct supervision of the Communication Officer (Public Advocacy), (NO-2) in UNICEF Mexico's Communication Area (led by the Chief of Communication), as well as in close collaboration with the Private Fundraising and Partnerships (PFP) team.

For information of the work of our organization in Mexico, please visit our website: [UNICEF Mexico](#) and watch the video of our 2022 results: [Informe Anual 2022: Acciones de UNICEF](#)

KEY FUNCTIONS, ACCOUNTABILITIES AND RELATED DUTIES AND TASKS

Under the direct supervision of the Communication Officer (Public Advocacy), (NO-2), the Communication Officer (Campaigns), (NO-1) will act as the campaign planner and coordinator for UNICEF Mexico's flagship campaigns towards the Mexican public and make sure they benefit the organization's goals from brand building, public advocacy, and fundraising perspectives.

1. Support advocacy and campaign strategy development, production and implementation.

Campaign strategy and production: Flagship communication campaigns improve the Mexican public's awareness of UNICEF's work for children in Mexico, make UNICEF's programmes for children more visible and impactful, increase the public's understanding that this work is only possible thanks to donations, and raises donations to support UNICEF's work in Mexico from the Mexican public.

- Support development, production and implementation of major communication campaigns to improve brand positioning, results for children, advocacy outcomes, and fundraising.
- Supervise the production of communication materials required for the campaigns
- Assist in drafting and editing articles, press releases, stories, photo essays, and other communication materials for both online and traditional media to increase the media coverage of the campaigns.
- Identify suitable external vendors to execute content production and serve as the focal point for the vendors (as relevant)
- Recommend established contacts, networks, resources and processes to support communication activities.

2. Celebrities, partners and special events

Celebrities, partners and special events: The family of individuals, groups, and other potential partners like media companies that support UNICEF's cause and help reach massive audiences grows. The flagship campaigns involve them to achieve the brand, advocacy, and fundraising objectives.

- Help identify and build relations with celebrities and other potential communication partners, to increase the campaign's reach to massive audiences.
- Prepare background communication, products and promotional materials these celebrities and other partners can use to increase the campaigns' reach, impact, and fundraising results.
- Monitor/document process and effectiveness of working with these individuals/organizations.

3. Campaign monitoring and evaluation

Campaign monitoring and evaluation: The impact of the campaigns on the different targets is monitored and evaluated, insights are shared on a timely basis with management, together with recommendations how to further improve the impact and results of the campaign(s).

- Monitor the progress of the campaign(s) towards its milestones and KPI targets from the brand, advocacy, and fundraising perspectives and evaluate their impact.
- Coordinate appropriate target audience research
- Compile and analyze relevant data, both for Communication and Fundraising purposes.
- Monitor and evaluate the use and effectiveness of different campaign components and materials.

- Monitor the public perception of UNICEF in the country and recommend appropriate action to maintain a positive image for the organization.
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

DELIVERABLES / OUTPUT

During the appointment, the Communication Officer (Campaigns), (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:

1. Support the creation and implementation of a cohesive strategy between Communication Section and PFP Section to produce flagship communication campaigns aimed to improve the Mexican public's awareness of UNICEF's work for children in Mexico
2. Number of identified celebrities and other potential communication partners that result in solid relationships, to increase the campaign's reach to massive audiences.
3. Monitor the progress of the campaign(s) towards its milestones and KPI targets from the brand, advocacy, and fundraising perspectives and evaluate their impact.

REQUIRED QUALIFICATIONS

Education	<ul style="list-style-type: none"> • University degree (Bachelor's Degree), preferably in Marketing, Communications, Journalism, Public Relations, Advertising, or related fields.
Work Experience	<ul style="list-style-type: none"> • One-year practical professional work experience in communication/media. • Proven track record of successful campaigning in a marketing, advocacy or brand context. • Planning and coordination experience is an asset. • Production of communication materials (including video, digital and mass media related products) is an asset. • Additional years of experience in digital communication, social media and interactive digital media are assets. • Developing country work experience and/or familiarity with emergencies is desirable.
Languages	<ul style="list-style-type: none"> ▪ Fluency in Spanish is required. ▪ Proficient level of English is required, but complete fluency is preferred.

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.