UNITED NATIONS CHILDREN'S FUND
GENERIC JOB PROFILE

JOB TITLE: **Communication for Development Specialist** **JOB LEVEL**: Level 3 **REPORTS TO**: (Senior)**Programme Specialist** **LOCATION**: **Field (Area, Country) Office**	JOB PROFLE NO.:___60000227___ CCOG CODE:_____ FUNCTIONAL CODE: __PS/P-3__ JOB CLASSIFICATION _____

PURPOSE OF THE JOB

Under the general guidance of the supervisor, and in close coordination with the Communication Specialist, responsible for the design, formulation, management, execution, monitoring and evaluation of a behavioural change and social mobilization strategy, plan of action and programme activities in support of the country programme.

KEY END-RESULTS

1. **Programme communication strategy and plan of action strategically developed and formulated, and the implementation effectively managed, facilitated and executed for social and behavioural change in support of efficient and effective programme delivery.**

2. *Culturally relevant programme communication materials designed, pre-tested, and produced timely, meeting requirements and quality standards.*

3. **Strong partnerships with community groups, leaders and other partners in the community and civil society developed and enhanced for promotion of participation in social and behavioural changes supportive of programme goals.**

4. **Effective training materials and activities organized, developed and implemented to build capacity in participatory and behaviour communication at various government levels.**

5. **Technical support effectively provided with government counterparts in the development and effective use of communication for social development.**

6. **Monitoring and evaluation of programme activities and preparation of reports timely and properly undertaken. Findings, experiences, lessons learned, best practices and new methods effectively shared with government officials, programme staff, and other partners.**

7. **Budget properly planned, monitored and controlled, ensuring allocated funds optimally appropriated.**

KEY ACCOUNTABILITIES and DUTIES & TASKS

Within the delegated authority and under the given organizational set-up, the incumbent may be assigned the primarily, shared, or contributory accountabilities for all or part of the following areas of major duties and key end-results.

1. **Programme communication programme strategy, plan and implementation for behavioural change**

Designs, manages, and facilitates the implementation of programme communication strategy, plan of action and activities for strategic communication and promotion for social and behavioural change in support of country programme delivery.

• In collaboration with UNICEF management and decision makers and planners of government, donor

organizations and the private sector, the Communication for Development Specialist designs, manages and facilitates the implementation of communication policy, strategy and plans of action aiming at general public and service providers through: (a) behaviour development/change at individual/household levels; (b) social mobilization of civil society organizations; and (c) increased community participation in development programmes for positive social change.

• Makes viable recommendations on operational strategies in the areas of participatory communication, social mobilization and behaviour change and on appropriate materials and media to reach target audiences.

2. Programme communication materials

Organizes the research, development, pre-testing, and production of culturally relevant communication materials.

•   In collaboration with partners, the Communication for Development Specialist organizes and manages the formative research, development, pre-testing and production of culturally relevant communication materials to ensure effective and efficient programme delivery, including facilitating behaviour change, where necessary.

•   Supports the UNICEF global communications objectives and strategies through development of complementary country specific and local community materials.

•   Ensures the quality, consistency and appropriateness of communication materials that are developed, produced, and disseminated to local communities, government officials, other partners and the press.

3.   Partnerships for social mobilization

Develops and enhances strong partnerships with community groups, leaders and other partners in the community and civil society for promotion of participation in social and behavioural changes supportive of programme goals.

•   Develops partnerships with various religious groups, traditional leaders, teachers, artists and other organized groups in the community, as well as civil society organizations, to orient them on country programme goals and to solicit their involvement in the implementation of the country programme.

•   Promotes a better understanding of children's and women's issues by assisting in or managing a country level behaviour change and social mobilization strategy supportive of effective and efficient programme delivery.

•   Promotes and influences behaviour development/change at individual/ household levels, social mobilization of civil society organizations and increased community participation in development programmes.

4. Capacity building support

Develops training materials and activities to build capacity for participatory and behaviour change communication.

•   Develops training materials and activities to build capacity in participatory and behaviour change communication for personnel who are involved in the planning, implementation and evaluation of programme communication intervention, in support of programme sustainability.

5. Coordination and collaboration with government and partners.

Provides effective coordination and technical support to government counterparts and other partners in the development and strategic use of communication for social development.

- Coordinates with government counterparts in the development and appropriate use of communication for social development aimed at both individual behaviour change and collective action. Provide technical support as required.

- Collaborates with government officials, community leaders, UN, and bilateral agencies and NGOs in the organization of activities, operational research, advocacy and exchange of information and ideas supportive of programme communication goals and strategies.

6. Monitoring and evaluation

Monitor and evaluate programme activities and prepare monitoring and evaluation reports. Exchange findings, experiences, lessons learned and new methods with partners.

- Monitors and evaluates programme activities on the basis of applied communication research and frequent visits to project sites.

- Analyzes and evaluates data to ensure compliance and achievement of objectives and recommend corrective action, when necessary, to meet programme/project objectives. Prepares monitoring and evaluation reports in accordance with the established guidelines, methods and procedures. Provides technical advice to programme staff, government officials and other counterparts, and coordinates and manages the evaluative elements of country programme milestone meetings, such as mid-term reviews, strategy meetings, previews and reviews and annual reviews.

- Disseminates communication research findings, ensures exchanges and sharing of experience, lessons learned, best practices, and new methods to government officials, programme staff, and other UNICEF partners.

7. Budget planning and management of program funds

Participate in the budget planning and ensure the compliance and the optimal appropriation of allocated programme funds.

- Participates in and contributes to the budget and programme review and planning. Establishes programme work plans, allocation of resources, and monitors progress and compliance.

- Monitors the overall allocation and disbursement of programme funds, making sure that funds are properly coordinated, monitored and liquidated.

- Takes appropriate actions to optimize use of programme funds. Improves programme efficiency, quality and delivery through a rigorous and transparent approach to programme planning, monitoring and evaluation.

JOB GRADE FACTORS

P3/NOC - As a line manager, responsible for effective and efficient programme planning, design, implementation, monitoring, evaluation and administration of either a small programme or specific project activities within a major programme that focus on achievement of UNICEF's programmatic priorities.
- As a technical specialist, provides timely and effective expert advice, guidance and input on situation analysis, programme strategy, planning, implementation and evaluation and human resources.
- Makes viable recommendations on project implementation, alternative approaches, and optimal utilization of resources that contribute effectively to the fulfilment of the rights of children and women.
- Certifies allocation and disbursement of funds; determines resources needs to ensure that programme delivery meets targeted goals and objectives.

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QUALIFICATION and COMPETENCIES ([ ] indicates the level of proficiency required for the job.)

1. Education

•   Advanced university degree in the social/behavioural sciences, (Sociology, Anthropology, Psychology, Health Education) with emphasis on strategic communication planning for behaviour development, social mobilization, participatory communication, and research.

2. Work Experience

•   Minimum five years of progressively responsible professional work experience in the development, planning and management of social development programmes, including several years in developing countries, with practical experience in the adaptation and application of communication planning processes to specific programmes.

3. Language Proficiency

•   Fluency in English and a second UN language (IP)
•   Fluency in English and the local working language of the duty station (NO).

4. Competency Profile (For details on competencies please refer to *UNICEF Professional Competency Profiles*.)

i) Core Values (Required)

•   Commitment   • Diversity and Inclusion   • Integrity

ii) Core Competencies (Required)
• Communication **[III]** • Working with People **[II]** • Drive for Results **[II]**

ii) Functional Competencies (Required)
• Leading and Supervising [I]   • Formulating Strategies and Concepts [II]
• Relating and Networking [II]   • Persuading and Influencing [II]
• Applying Technical Expertise [II] • Entrepreneurial Thinking [II]

iii) Technical Knowledge [1] [ ]

a) Specific Technical Knowledge Required (for the job) **[ ]**
• Knowledge of current developments in the fields of : communication theory, motivational psychology, adult learning theory, indigenous media, community organization and participation, strategic communication planning, behaviour analysis, formative research and evaluation of communication interventions.

• Knowledge of inter-disciplinary approach in programme development and implementation in programme communication, social mobilization and behavioural change.

• Knowledge of and experience in emergency operations and management.

• Knowledge of and skills in programme communication networking, advocacy and negotiation.

• Knowledge of training/facilitation and impact evaluation of communication intervention.

• Knowledge and experience to organize and implement training, including development of curricula and methodologies. Knowledge of community capacity building.

• Knowledge and experience in the methods of communication to clearly and concisely express ideas and concepts in written and oral form and to listen to and acknowledges others' perspectives and views.

• Computer knowledge, skills and practical experience, including internet navigation, network, telecommunications and various office applications.

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[1] Reference to UNICEF and/or UN in terms of technical knowledge requirements (a and b above) are applicable only to those who are or have been the staff members of UNICEF or the UN common system.

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b) Common Technical Knowledge Required (for the job group) [ ]

• UN/UNICEF policy papers, relating to programme communication and programmes
• Executive Directives
• UNICEF programme manuals
• Communication for Development Guidelines
• UNICEF country programme plans
• Government development plans and policies
• UN agency agreements and joint policy papers
• Gender equality and diversity awareness

c) Technical Knowledge to be Acquired/Enhanced (for the Job) [ ]

• Understanding of UNICEF Mission and UNICEF Guiding Principles.

• Understanding of UNICEF programmatic policies, goals, visions, positions, policies, priorities, strategies and approaches (MDGs, UNDAF, MTSP, etc.).

• Understanding of Rights-based and Results-based approach and programming.

• Understanding of UN mission and system; and International Code of Conduct.

• Understanding of staff welfare and rights of staff members.

• Knowledge of emergency operations and security guidelines.

• Understanding of international humanitarian affairs and humanitarian work.

• Understanding of UNICEF policies and procedures for programming, operations and communication.

• Latest theory, methodology, technology and tools in the functional areas.

• Knowledge of the Programme Policy and Procedure (PPP) manual.

• Knowledge, skills and experience in community capacity building.

• Understanding of government policies, guidelines, legislation and strategies on various subjects.