

# UNITED NATIONS CHILDREN'S FUND

## JOB DESCRIPTION

### PROFESSIONAL

<b>IMIS POSITION NUMBER:</b> <b>CASE NUMBER:</b> <b>POSITION TITLE: Communication for Development Specialist</b>	<b>(FOR DHR USE ONLY)</b> <b>Generic JD Code:</b> <b>IMIS JD Number:</b> <b>ICSC CCOG Code:</b> <b>UNICEF Code:</b>
<b>POSITION LEVEL: P4</b>	<b>CLASSIFIED LEVEL:</b> <b>DATE CLASSIFIED:</b>

**SECTION/DIVISION:**

**DUTY STATION:**

*This is to certify that the contents are correct and complete and that the duties and responsibilities described are required in the organizational unit for the proper accomplishment of the functions.*

\_\_\_\_\_  
**Supervisor, Name and Title**

\_\_\_\_\_  
**(Signature)**

\_\_\_\_\_  
**Head of Section, Name and Title**

\_\_\_\_\_  
**(Signature)**

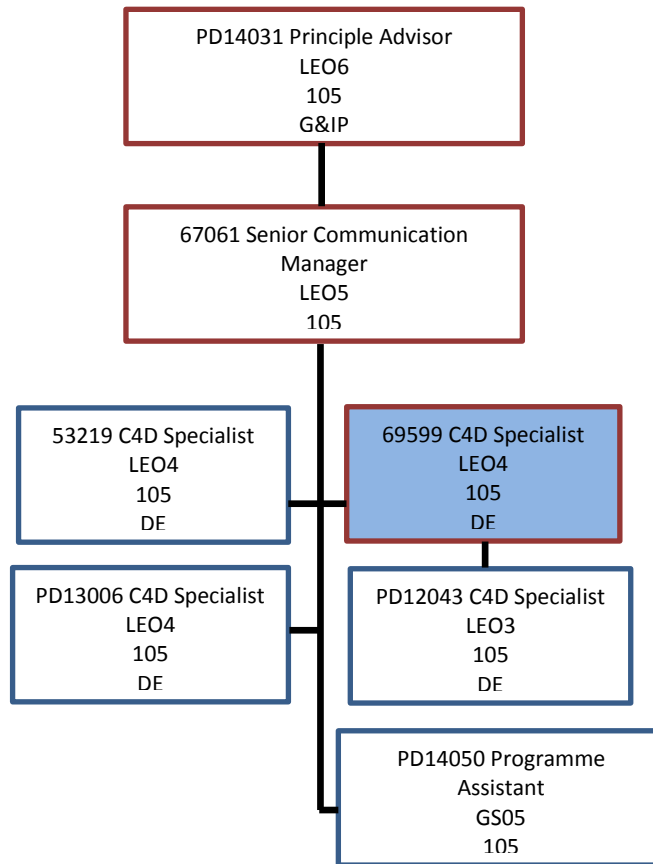
\_\_\_\_\_  
**Head of Office, Name and Title**

\_\_\_\_\_  
**(Signature)**

**1. ORGANIZATIONAL SETTING**

- a) **REPORTS TO:** *(Indicate post, by job title and level, to which this position reports.)*
- b) **RESPONSIBILITY FOR WORK OF OTHERS** *(Indicate the title, level and number for whose work the post is responsible.)* Position will have direct oversight for one fixed term staff (P3 C4D Specialist) and other TA and / or consultants as necessary to meet the needs of the UNICEF HQ Polio Team accountabilities
- c) **ORGANIZATION CHART** *(Show the IMMEDIATE SECTION where the post is located, as well as the supervisor, subordinates and all other related posts. Only the officially approved organization chart should be used.)*

2.



**PURPOSE OF THE POSITION** *(Statement of overall Position’s accountability.)*

To develop and coordinate components of UNICEF’s Communication strategy for polio eradication. This will require consulting with GPEI partners and donors, UN agencies and key players, and participating in global and regional meetings. To translate global polio Communication for Development (C4D) policy and practice guidance into cutting-edge action at country and regional levels that will accelerate communication initiatives to improve polio SIA and routine immunization coverage. To guide and facilitate country and regional programmatic communication in polio eradication and routine Immunization to contribute to convergence strategies and the polio legacy

3. **MAJOR DUTIES AND RESPONSIBILITIES** (*Describe in order of importance what incumbent does and how. Do not exceed more than 10-12 major duties. Indicate the percentage of time devoted to each duty or responsibility. Do not include duties of less than 5%.*)

**Percentage**

30 %	<p>In collaboration with the UNICEF HQ and Regional Office polio and EPI teams, <u>ensures quality of activities and provides technical support</u> to COs in strategy development, planning, monitoring and evaluation of polio eradication approaches and activities, and ensures synergy with routine immunization and other child survival initiatives. Work to be completed through HQ / RO planning support and visits to country programmes.</p> <p><b>End Result(s):</b> Country polio C4D programmes meet global standards for performance and outcomes and contribute to GPEI objectives and broader child survival outcomes</p>
30%	<p>In collaboration with partners, Regional and Country Offices, translate UNICEF’s global leadership role and responsibilities in the GPEI into developing risk assessments, setting objectives and articulating innovative strategies to reach <u>underserved/ hard-to-reach groups</u>, to foster ownership and accountability and to monitor and evaluate communication initiatives.</p> <p><b>End Result(s):</b> C4D strategies established to reach underserved groups established and monitored to demonstrate their impact on reducing the spread of disease.</p>
20%	<p>In collaboration with UNICEF programme teams, ROs, country programmes, GPEI partners and government officers, contributes to global strategic direction, guidelines and work plans through participation in technical working groups and translating policies and guidelines into operational frameworks for country level support and activities.</p> <p><b>End Result(s):</b> UNICEF HQ work plans established in coordination with GPEI partners to improve C4D interventions to stop poliovirus transmission and to create a legacy for broader child survival efforts</p>
10%	<p>Contribute to donor reports, funding proposals, external relations, briefs to senior management and partners and presentations on polio/RI communication for external and internal consultations</p> <p><b>End Result(s):</b> UNICEF Sr. Management, GPEI partners and stakeholder support for GPEI and routine immunization sustained at levels necessary to interrupt global transmission</p>
10%	<p>Assess capacity and HR gaps, and contribute to training, orientation and human resource recruitment for regional and country level polio programmes</p> <p><b>End Result(s):</b> UNICEF regional and country polio programmes have the technical and human resource capacity to interrupt transmission by 2015, and to implement end game strategies</p>

4. **WORKING CONDITIONS** (*Do the duties of this Position involve frequent travelling or unusual conditions or is it an office-based Position?*)

The post is HQ based, with travel to regions and countries. Expected travel time 30% of the year to sometimes security affected areas

5. **IMPACT AND CONSEQUENCE OF ERROR** Describe the type of actions regularly made and their impact of such actions

Action	Impact
<p><b>Decisions:</b>            In collaboration with country and regional polio teams, define parameters for UNICEF’s support to country communication programmes.            Decide on key actions and implementation modalities for UNICEF to take at global, regional and country levels to ensure country programme quality and contribution to polio eradication.            Guide UNICEF Country Office on effective initiatives/measures and tools to exercise leadership role.            Map partnerships and assess opportunities for accelerating action around health related communication.            Develop, formulate and negotiate agreements that can be used by UNICEF and partners at Global, Regional and Country levels.</p>	<p>Decisions will have major implications on UNICEF global reputation in exercising its leadership in the GPEI and will influence the effectiveness of UNICEF's role in communications as well as resource mobilization.</p>
<p><b>Recommendations:</b>            Recommend the major elements in UNICEF’s role in communication, including recommending actions and implementation modalities for UNICEF to take on behalf of the GPEI partnership at global, regional and country levels.            Recommend guidance needed for UNICEF Country Offices on effective initiatives/measures and tools to exercise leadership role in communication and social mobilization for the GPEI.            Make recommendations on external partners on communication frameworks and modalities to advance country and regional communication related to polio eradication, routine immunization and polio endgame strategies.            Recommend effective monitoring system and evidence based results needed, and best measures for collecting and disseminating knowledge.</p>	<p>Recommendations on UNICEF's response to key health issues can have a significant impact on the overall GPEI and UNICEF's credibility as UN global lead for coordinating and facilitating action on “communication for behavioral change”.</p>
<p><b>Errors:</b>            Give inappropriate advice and decisions around communication and social mobilization for polio eradication, routine immunization and health related issues.</p>	<p>These will reduce UNICEF's leveraging of resources and would damage credibility of the organization, and may result in adverse funding decisions. Poor management or inappropriate policy and strategy advice could aggravate and complicate problems which consequently affect programme delivery and achievement of goals.</p>

6. **INDEPENDENCE** (Describe the degree of direction or management guidance the incumbent receives from the immediate supervisor, (e.g., incumbent exercises judgement, takes initiative, etc., under

*minimal supervision.)*

7.

Post requires general guidance and strategic direction. Broad objectives are defined through consultations with the supervisor while specific objectives are defined by the incumbent in consultation with the polio team and country and regional office and periodically reported to the supervisor. Independent decisions, particularly when supporting country programmes, are taken in accordance with established organizational and global policies.

**8. GUIDELINES**

(a) **Indicate which guidelines are required for performing the duties of the Position (rules, regulations, policies, procedures, practices, precedents, manuals, instructions, etc.)**

- UNICEF Board Policy Paper, PROs, EXD's, MTSP
- UNICEF country programme documents
- Government development plans and policies.
- Multi-lateral and bilateral agency guidelines/manuals
- Master plan of Operations
- Office/Section Workplan
- Global polio eradication strategic plan 2014-2018
- UNICEF Staff rules
- Technical documents on C4D polio and strategies
- UN/UNICEF financial, personnel, budget, administrative manuals and instructions

(b) **Describe the degrees to which interpretation of, and deviation from, existing guidelines are permitted, and the authority to propose or establish new guidelines.**

The incumbent can deviate from established guidelines and principles as necessary to adapt to local contexts and changing policies and polio epidemiology in coordination with supervisor and team and based on clearly defined strategies and guidelines.

**8. WORK RELATIONSHIPS** Indicate both the purpose and level of contacts within and outside UNICEF, in order to perform the work effectively.

Contact	Purpose	Frequency O: Occasional F: Frequent
<b>Internal</b>		
Senior Programme Communication Specialist, Immunization & Polio,	Professional consultations	(F)
Associate Director, Health; Chief, Immunization Unit, Health	Policy guidance and advice and coordination of communication matters	(O)
Senior Advisors, Health Section	Inputs and direction on programmes specific needs that require communication and community mobilization, inputs and direction for communication consultancies as needed.	(F)
Senior Advisors, Programme Communication	Coordination of strategic planning & activities	(F)
Regional Advisers, Programme Communication	Coordination of policies and activities	(F)
Country Programme Officers/planning staff/Communication Officers	Coordination of strategy, plans & activities / resources	(F)
Directors of Divisions involved child survival and development including PD, DPP, DOC, and EMOPS	Provide policy and programme advice, Interpretation of technical information situations and trends	(F)
<b>External</b>		
Partner Agencies	Coordination of activities	(F)

WHO, CDC, Rotary, BMGF, WB,, IFRC	Advocacy, exchange of experience policy and programme coordination	(F)
Donors including USAID, Japan and national committees	Advocacy, exchange of experience policy and programme coordination	(F)

**9. QUALIFICATIONS AND COMPETENCIES required to perform the duties of the Position:**

**(a) EDUCATION** (*Indicate the level of formal education and/or training and field of specialization required.*)

- Advanced university degree in the social/behavioural/communication sciences (PhD/Master level)
- Demonstrated understanding of current developments in the field of communication for development theory and research, behavioural and social sciences, participatory planning and processes, media, strategic communication planning, behaviour analysis, formative research and evaluation of communication interventions
- Technical knowledge of quantitative, qualitative and participatory research methodologies and analysis desirable
- Knowledge about communication interventions for polio eradication and routine immunization

**(b) WORK EXPERIENCE** (*Indicate the length and type of practical experience required at the national and international levels.*)

- 8 years of experience in programme communication planning, implementation and evaluation across different cultural contexts, with at least 3 years in developing countries
- Proven successful experience in strategic communication processes for behaviour change and development
- Proven successful experience developing large-scale interventions for behaviour change/development
- Experience in inter-disciplinary approaches in strategic communication with knowledge of UN and/or UNICEF's work in health and polio eradication

**(c) LANGUAGES and SOFTWARE** (*Indicate the language and software knowledge requirements and level of proficiency.*)

LANGUAGES	READ		WRITE		SPEAK	
	Basic	Fluent	Basic	Fluent	Basic	Fluent
English (required)		X		X		X
other UN language	X		x		x	
SOFTWARE	BASIC		MEDIUM		ADVANCED	
Word						X
Excel						X
PowerPoint						X
E-mail and Internet						X
<b>Other:</b> Statistical software and research tools; Website management						X

**COMPETENCIES** (Indicate what key competencies are required; delete rows which are not applicable). Please indicate for each of the competencies whether the level of proficiency (Low, Medium, or High) 1=Low; 2=Medium; 3=High

<b>Core Values (Applicable to all staff)</b>		
Diversity and Inclusion	Treats all people with dignity and respect; shows respect and sensitivity towards cultural and religious differences; challenges prejudice, biases and intolerance in the workplace; encourages diversity wherever possible	
Integrity	Maintains high ethical standards; takes clear ethical stands, keeps promises; immediately addresses untrustworthy or dishonest behavior; resists political pressure in decision-making; does not abuse power or authority	
Commitment	Demonstrates commitment to the organization and UNICEF's mission; demonstrates the values of UNICEF in daily activities and behaviors; seeks out new challenges, assignments and responsibilities; promotes UNICEF's cause	
<b>Core Competencies</b>		<b>Level I (Low)/II (Med)/ III(High)</b>
Communication	Speaks fluently; expresses opinions, information and key points of an argument clearly; makes presentations and undertakes public speaking with skill and confidence; responds quickly to the needs of an audience and to their reactions and feedback; projects credibility; structures information to meet the needs and understanding of the intended audience; presents information in a well-structured and logical way	III
Working with people	Shows respect for the views and contributions of other team members; shows empathy; listens, supports and cares for others; consults others and shares information and expertise with them; builds team spirit and reconciles conflict; adapts to the team and fits in well	III
Drive for Results	Sets high standards for quality and quantity; monitors and maintains quality and productivity; works in a systematic, methodical and orderly way; consistently achieves project goals; focuses on the needs and satisfaction of internal/external clients; accepts and tackles demanding goals with enthusiasm	III
<b>Functional Competencies</b>		<b>Level I (Low)/II (Med)/ III(High)</b>
Relating and Networking	Easily establishes good relationships with customers and staff; builds wide and effective networks of contacts inside and outside the organization; relates well to people at all levels; manages conflict; uses humor appropriately to enhance relationships with others	III
Persuading and Influencing	Gains clear agreement and commitment from others by persuading, convincing and negotiating; makes effective use of political processes to influence and persuade others; promotes ideas on behalf of oneself or others; makes a strong personal impact on others; takes care to manage one's impression on others	III
Applying Technical Expertise	Applies specialist and detailed technical expertise; develops job knowledge and expertise (theoretical and practical) through continual professional development; demonstrates an understanding of different organizational departments and functions	III
Creating and Innovating	Produces new ideas, approaches, or insights; creates innovative ways of designing projects or outputs in own work area; produces a range of solutions to problems	III
Planning and Organizing	Sets clearly defined objectives; plans activities and projects well in advance and takes account of possible changing circumstances; identifies and organizes resources needed to accomplish tasks; manages time effectively; monitors performance against deadlines and milestones.	III

Entrepreneurial Thinking	Keeps up to date with trends in own work area; identifies opportunities for advancing UNICEF's mission; maintains awareness of developments in the organizational structure and politics; demonstrates financial awareness and a concern for cost-effectiveness	II
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