

GENERIC JOB PROFILE

I. Post Information	
Job Title: Advocacy and Communication Officer Supervisor Title/ Level: Advocacy and Communication Specialist (Team Lead), P-3 (138484) Organizational Unit: Belize City, Belize and Georgetown, Guyana Caribbean multi-Country Office	Job Level: NO2 Job Profile No.: (138551 and 138572) CCOG Code: 1A08 Functional Code: COM Job Classification Level: NO-2

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 programmes, 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. UNICEF aims to be the leading advocate for children, enabled by a cohort of networked, strategic, innovative, and effective advocates who deliver change for children in every part of the world. <u>Organizational context</u> As part of UNICEF’s Future Focus Initiative (FFI), a corporate-wide transformation launched in 2025 to ensure UNICEF remains fit for purpose in an era of declining Official Development Assistance and increasing complexity, the offices in Belize, Jamaica, Guyana & Suriname, and the Eastern Caribbean Area (ECA) are consolidating into a new Caribbean

Multi-Country Office — a regional platform combining policy influence, technical depth, and strategic partnerships across 12 countries, designed for systems-level impact and results at scale.

The Caribbean MCO operates as one integrated office across all 12 countries: one Multi-Country Programme Document, one shared basket of resources, and one management structure. This means every post in the MCO — regardless of duty station — holds a 12-country mandate and contributes to shared regional results rather than to a single-country portfolio. The Multi-Country Programme of Cooperation (2027–2031), aligned with the UN Multi-Country Sustainable Development Framework (UNMSDCF) 2027–2031, establishes three shared programmatic outcomes for the twelve English- and Dutch-speaking Caribbean countries: equitable access to primary health care, learning and skills; protection of children from all forms of violence; and child poverty reduction and resilience strengthening.

The Caribbean MCO's management strategy is governed by four principles that together translate the new business model into concrete ways of working:

- **Impact-driven:** technical expertise is organized in shared multi-country working groups rather than replicated in each country, with enabling functions aligned around UNICEF's strongest comparative advantages.
- **Effective and agile:** parallel country ecosystems are replaced by harmonized systems and flexible cross-country staffing, keeping management lean and decisions close to implementation.
- **Grounded:** regional scale is balanced with national depth through country-specific workplans, Heads of Office in each duty station, and matrix management that anchors authority and accountability at country level.
- **People-centred:** structural and managerial choices are guided by staff wellbeing, transparency, and inclusion, with clear role definitions, meaningful consultation, and continuous investment in learning and development.

The operational expression of this model is the **working group model**. Rather than replicating similar roles across four separate country offices, technical and operational expertise is organized into 16 thematic and functional working groups, each distributed across different duty stations and each serving the full 12-country MCO — not just its host location. Roles are designed around three organizing principles: **shared regional service**, meaning every specialist contributes to the wider MCO; **complementary expertise**, meaning team capabilities reinforce each other rather than repeating the same profile in multiple places; and **agile presence**, meaning the workforce can be rapidly deployed across countries through travel, surge support or remote modalities in line with evolving needs and priorities. This working group model is the foundation of a fundamentally new way of working for UNICEF in the Caribbean: depth replaces duplication, and shared capacity replaces fragmented country-by-country coverage.

Under the Area Representative with a dotted line to the Deputy Representative, Programme, three strategic shift working groups –Communication & Advocacy, Partnerships, and Evidence Generation & Evaluation/Knowledge Management – provide the enabling capacities required to deliver a more influential, partnership driven and evidence rich multi country programme. Together, they position the MCO to shape public debates, build and leverage high value partnerships, and systematically use data, evidence and learning to drive results for children across the 12 countries.

The Communication & Advocacy strategic shift leads strategic communications, advocacy and youth engagement to build political will, shift social norms and position UNICEF as a trusted voice for children in the Caribbean. It ensures that communication products, campaigns and engagement strategies are aligned with the three programme priorities and tailored to diverse national audiences, while leveraging regional narratives and digital channels to amplify children's voices.

The team is led by an Advocacy & Communications Specialist, P3, in Jamaica, supported by an Advocacy & Communications Specialist (Barbados), NOC, two Advocacy and Communications Officers, NOB, in Belize and Guyana, a Senior Communication Associate (Jamaica), G7, in Jamaica and two Communications & Partnerships Specialists, NOC with dual reporting lines to the Partnerships Specialist (Team Lead), located in Trinidad and Tobago, and Suriname.

Within the Communication & Advocacy team, each position brings distinct technical expertise in a specific area for the whole MCO, such as **advocacy, digital communication, media and campaigns, or youth engagement**. The roles are designed to complement each other rather than work in silos. Each position contributes to developing integrated advocacy and communication strategies, campaigns and engagement approaches, draws on regional narratives and platforms, and helps ensure that UNICEF's priorities are positioned and amplified consistently across the Caribbean MCO.

Purpose of the job:

Under the supervision of the Advocacy and Communication Specialist (Team Lead), P-3, and in close coordination with Communication and Advocacy colleagues across the MCO, the NO-2 Advocacy and Communication Officer supports the development, implementation, monitoring and evaluation of advocacy and communication strategies to achieve positive outcomes for children and young people.

Within the distributed MCO team, the incumbent supports an assigned subfunction and contributes to communication products, campaigns and engagement approaches that are tailored to national contexts while advancing coherent regional priorities. The role works collaboratively across teams and duty stations and does not carry team-lead or supervisory accountability unless separately assigned.

III. Key functions, accountabilities, and related duties/tasks:

Summary of key functions/accountabilities:

1. Advocacy and communication strategy development and planning:
2. Advocacy and communication strategy implementation
3. Digital communications
4. Media relations
5. Advocacy and communication M&E
6. Project and budget support
7. Advocacy and communication capacity building

8. Stakeholder engagement

9. Others

The staff member will support the development, implementation, monitoring, and evaluation of effective, integrated advocacy and communication strategies. Incumbent will work collaboratively with colleagues across teams and with external partners to drive changes in policy and practice and secure political and financial commitments for children. Duties include:

1. Advocacy and communication strategy development and planning:

- Assist in gathering and analyzing information and contribute to the development of advocacy and communication strategies and plans to achieve SMART outcomes.

2. Advocacy and communication strategy implementation:

- Support the implementation of advocacy and communication strategies, contributing to a range of tactics, such as the production of assets, writing advocacy briefs, developing narratives, delivering creative campaign activations, organizing events, and cultivating new strategic partnerships.

3. Digital communications:

- Support the day-to-day conceptualization, budgeting, planning, coordination, execution, and digital content creation, as well as the monitoring and evaluation of digital initiatives and integrated advocacy campaigns for key audiences.

4. Media relations:

- Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – to communicate the story of UNICEF to a wider audience.

5. Advocacy and communication M&E:

- Support the establishment of baselines against which advocacy and communication results are regularly monitored; analyze the effectiveness of the strategy, approach, and activities; produce and disseminate M&E results on a regular basis.

6. Project and budget support:

- Support the day-to-day delivery of key projects/workstreams, developing and tracking project plans to ensure progress and address obstacles and bottlenecks.
- Support effective budget management, projections, and tracking.

7. Advocacy and communication capacity building:

- Document and disseminate advocacy good practice to build internal UNICEF capacities in advocacy and communication.
8. Stakeholder engagement:
- Research current and potential advocacy partners.
 - Assist and maintain a database of formal and informal partnerships and networks whose support is essential to achieving objectives.
 - Support the flow of information to key stakeholders.
9. Others:
- Undertake other key responsibilities to support the performance and impact of advocacy and communications work, as required.

IV. Impact of Results

The efficiency and efficacy of support provided by the Advocacy and Communication Officer:

- I. Robust, integrated advocacy and communication strategies are developed implemented, monitored and evaluated with SMART advocacy and communication outcomes and/or outputs and clear theories of change.
- II. Measurable change for children and young people through the achievement of defined advocacy and communication outcomes and/or outputs at the global, regional, and/or national level.
- III. Public and private support for the cause of children and UNICEF continues to increase, with new strategic partnerships forged and a measurable increase in resources for children.
- IV. A clear digital communication strategy with an associated work plan is developed to raise awareness of children's rights in the public domain, grow supporter engagement and elevate focus of UNICEF's advocacy priorities and campaign initiatives, strengthen political will in support of UNICEF's mission and objectives, and enhance the organization's credibility and brand.

Achieving these goals will significantly contribute to the well-being of children.

The ultimate impact which this position contributes is:

Children and adolescents thriving in the 12 English- and Dutch-speaking Caribbean countries with: healthy bodies and minds (being developmentally on track, well-nourished, with good mental health and well-being); essential learning, knowledge and skills; protection from all forms of violence; equitable access to opportunities and social protection; and enhanced capacity to manage shocks, including those associated with a changing climate.

By 2031: 12 governments supported strengthen evidence-based policies and systems for children's health, learning, protection, and resilience; UNICEF positioned as the leading child-rights advocate in the Caribbean, recognized for its regional convening power and technical depth.

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) *

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)
- Drive to achieve impactful results (1)
- Manages ambiguity and complexity (1)

VI. Recruitment Qualifications

Education:	A university degree (Bachelor's) in one of the following fields: International Relations, Political Science, International Development, Public Policy, Public Administration, Economics, Communication, or related fields.
Experience:	At least two (2) years' experience in advocacy, communication, or campaigning, at a national, regional, or global level. Experience in supporting the development of clear theories of change, with specific, measurable and timebound objectives and performance indicators. Demonstrated experience in supporting and/or managing projects to completion, including developing and implementing clear processes, and budget management. Experienced in digital communications and in managing online platforms and channels.

	Experience in supporting the effective functioning of a team. Knowledge of children's rights, public policy, international development, and humanitarian issues. Experience working for an advocacy or campaigning organization, e.g., national, or international NGO, UN or other multilateral organization, is an asset. Experience in supporting training and facilitation is an asset. Experience working in a developing and emergency environment is an asset. Required Skills: • Ability to maintain partnerships with stakeholders across countries, in coordination with the supervisor and within agreed direction. • Good coordination and excellent communication skills, with the ability to work effectively with colleagues in different locations and to raise issues with the supervisor when needed. • Ability to plan, monitor and deliver assigned activities, timelines and risks, and report progress to the supervisor. • Ability to prioritize tasks and agree on realistic deliverables and timelines with colleagues and partners, referring decisions to the supervisor when required.
Language Requirements:	Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.