



UNITED NATIONS CHILDREN'S FUND
SPECIFIC JOB PROFILE

I. Post Information

Job Title: Senior Communication Associate
Case Number: CMC27017
Supervisor Title/ Level: Advocacy and Communication Specialist /P3.
Organizational Unit: Programme, Multi-Country Office for the Caribbean.
Post Location: Kingston, Jamaica

Job Level: G-7
Job Profile No.: 138497
CCOG Code :
Functional Code : COM
Job Classification Level: G-7

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.

Job organizational context:

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 with the Programme Coordination, three strategic shift working groups – Communication & Advocacy, Partnerships, and Knowledge Management, Data Analytics & Evaluation – 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 group 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.

Purpose of the Job:

Under the supervision of Communications Specialist (Team Lead), the Senior Communication Associate provides specialized communication and advocacy support to the Caribbean Multi-Country Office (MCO), contributing to UNICEF's strategic communication, advocacy, public engagement, youth engagement, media outreach and campaign efforts across the 12-country platform. The position supports UNICEF's mandate to advocate for the protection of children's rights, influence decision makers, mobilize public support, and position UNICEF as a leading voice for children in the Caribbean.

The Senior Communication Associate supports the translation of programme evidence, policy priorities and advocacy objectives into communication products and engagement opportunities that strengthen UNICEF's visibility, credibility and influence. The role contributes to regional campaigns, digital communications, media relations, content production, knowledge sharing, stakeholder engagement and advocacy initiatives that advance results for children.

In line with UNICEF's vision of building a network of strategic, innovative and effective advocates for children, the Senior Communication Associate supports the implementation of integrated communication and advocacy strategies aligned with the MCO's three programmatic priorities:

- Equitable access to primary health care, learning and skills;
- Protection of children from all forms of violence; and
- Child poverty reduction and resilience strengthening.

III. Key functions, accountabilities and related duties/tasks

- Support the Implementation of Communication and Advocacy Activities
- Support Campaigns, Public Engagement and Brand Visibility
- Knowledge Management and Digital Communication Support
- Administrative and Operational Support
- Collaboration and Team Support

1. Support the Implementation of Communication and Advocacy Activities

- Coordinate and support the implementation of communication and advocacy activities aligned with the Caribbean MCO communication workplan and priorities.
- Coordinate assigned communication workstreams and follow up on deliverables with internal and external stakeholders to ensure timely implementation of planned activities.
- Draft, edit and adapt communication materials, including stories, articles, briefs, newsletters, presentations, reports, talking points and web content.
- Coordinate the collection, review and organization of communication content, programme results, photographs, videos and human-interest stories from across the MCO.

- Support media engagement activities by preparing media materials, coordinating interviews and facilitating interactions with media partners.
- Coordinate logistical and communication support for campaigns, events, high-level visits, launches, observances and advocacy initiatives.
- Assist in monitoring communication and advocacy activities and contribute to the preparation of communication reports, impact summaries and performance updates.
- Conduct background research, media monitoring and information gathering to support communication and advocacy priorities.
- Serve as a focal point for communication-related coordination with implementing partners, service providers and external stakeholders.

2. Support Campaigns, Public Engagement and Brand Visibility

- Coordinate the development and dissemination of communication and advocacy materials to support public awareness, policy engagement and advocacy efforts.
- Support the implementation of communication campaigns, public engagement initiatives and youth participation activities across the MCO.
- Assist in ensuring that communication products and activities comply with UNICEF branding, editorial and visual identity standards.
- Coordinate with designers, photographers, videographers, printers and other service providers to produce communication materials.
- Support the preparation of Terms of Reference, procurement documentation and administrative processes related to communication activities.

3. Knowledge Management and Digital Communication Support

- Maintain and regularly update communication and advocacy knowledge-sharing platforms, including SharePoint sites, shared drives and resource repositories.
- Support the management and updating of communication toolkits, templates, case studies, campaign materials and other knowledge products.
- Coordinate updates to digital communication channels, websites and other communication platforms as assigned.
- Compile communication statistics, digital analytics and audience engagement data and prepare periodic reports.
- Facilitate information sharing and coordination among communication focal points and programme teams across duty stations.
- Maintain communication records, archives and documentation to support institutional knowledge management.

4. Administrative and Operational Support

- Support the preparation of work plans, budgets, activity schedules and reporting requirements for the Communication & Advocacy Working Group.
- Monitor communication-related expenditures and maintain budget tracking tools and supporting documentation.

- Prepare financial, procurement and administrative documentation in accordance with UNICEF policies and procedures.
- Coordinate logistical arrangements for meetings, workshops, conferences, training and communication events.
- Prepare correspondence, briefing materials, meeting records and other documentation required by the Communication & Advocacy team.
- Maintain records and tracking systems related to communication projects, contracts and deliverables.

5. Collaboration and Team Support

- Maintain effective working relationships with programme sections, partnerships, knowledge management colleagues and external stakeholders to facilitate coordinated communication efforts.
- Support capacity-building activities, workshops and knowledge-sharing sessions related to communication and advocacy.
- Follow up on action points arising from meetings and support coordination of communication workstreams across the MCO.
- Provide backup support to other team members during absences and contribute to additional assignments as requested by the supervisor.

IV. Impact of Results

The efficiency and effectiveness of support provided by the Senior Communication Associate directly contribute to the successful planning, coordination, implementation and monitoring of UNICEF Caribbean's communication and advocacy activities across the 12-country multi-Country Office. By ensuring timely development and dissemination of high-quality communication products, effective campaign and event coordination, strong knowledge management practices, and consistent stakeholder engagement, the incumbent strengthens UNICEF's visibility, credibility and influence as a leading advocate for children in the Caribbean.

The position supports evidence-based advocacy, public awareness and youth engagement efforts that help build political commitment, influence public discourse, mobilize partnerships and amplify children's voices. Effective performance of the role contributes to the achievement of the MCO's programmatic priorities, enhances organizational reputation, improves communication effectiveness, and supports UNICEF's ability to deliver sustainable results for children and adolescents across the region

V. Capabilities Required

1. Project Management (3)

- Create project plans, objectives and deliverables.
- Track and organize resources like time, budget, and team efforts.
- Identify and report potential risks for further guidance.

2. Collaboration (3)

- Navigate organizational dynamics and adapt behavior to respond to different situations.
- Choose appropriate words, tone and tailors' messages respectfully and persuasively to suit different audiences.
- Write clear, concise and well-structured reports and documents using appropriate language.
- Pay close attention to what others are saying, asking questions for clarification.
- Present ideas and information clearly in front of groups.

3. Problem Solving (3)

- Analyze data, identify trends, patterns and anomalies.
- Evaluate information, analyze problems, identify underlying causes and risks.
- Summarize and communicate findings, focusing on actionable insights to support decision-making.
- Make decisions in time-sensitive situations, even with incomplete information.
- Assess the potential impact of solutions (costs, benefits and risks).

4. Digital Dexterity (3)

- Utilize AI-powered tools and platforms to automate data analysis.
- Apply prompts to improve the quality of reports and data, ensuring alignment with internal regulations and policies.
- Use specialist technology business systems and software.
- Analyze and summarize data from various business systems to generate reports and insights.

VI. UNICEF values and competency Required (based on the updated Framework)

Core Values

- Care
- Respect
- Integrity
- Trust
- Accountability
- Sustainability

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)

*The 7 core competencies are applicable to all employees. However, the competency Nurtures, Leads and Manages people is only applicable to staff who supervise others.

VII. Required Skills

- Strong content development, editing and proofreading skills.
- Communication campaign coordination and implementation skills.
- Ability to support media relations and stakeholder engagement activities.
- Knowledge of digital communication tools and social media platforms.
- Knowledge management and information organization skills.
- Event coordination and logistics management skills.
- Ability to compile, analyze and present communication performance data and reports.
- **Excellent written and verbal communication skills, with the ability to tailor messages to diverse audiences, build strong relationships with a wide range of stakeholders across dispersed Duty Stations, and adapt quickly to new teams and changing contexts.**
- Proficiency in SharePoint and content management platforms.
- Advanced proficiency in Microsoft Office Suite (Word, Excel, PowerPoint and Outlook).
- Strong organizational, coordination and multitasking skills.

VIII. Recruitment Qualifications

Education:	Completion of secondary education is required. A university degree in Communications, Journalism, Public Relations, Digital Media, Marketing, International Relations, Social Sciences or another relevant field is highly desirable.
Experience:	• A minimum of seven years of progressively responsible experience in communications, advocacy, public information, media relations, digital communications, social media, journalism, marketing, stakeholder engagement, or a related field is required. • Experience supporting the planning, coordination and implementation of communication and advocacy activities is required. • Experience drafting, editing and producing communication products for diverse audiences is required.

	• Experience coordinating communication campaigns, events, media outreach activities and public engagement initiatives is required. • Demonstrated ability to establish and maintain effective working relationships with internal and external stakeholders is required. • Experience maintaining digital communication platforms, content management systems, knowledge management tools or social media channels is desirable. • Experience compiling, analyzing and reporting communication performance metrics and engagement data is desirable. • Experience working with consultants, vendors, implementing partners and service providers is desirable. • Experience in communications, advocacy or external relations within an international organization, development agency, NGO, UN organization or multicultural environment is highly desirable. • Experience supporting multi-country, regional or cross-functional communication and advocacy initiatives is highly desirable. Experience in a similar role across geographically dispersed duty stations is an asset. • Experience supporting youth engagement, public advocacy, social and behaviour change, or child-rights communication initiatives is an asset.
Language Requirements:	Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or local language of the duty station is considered an asset.

IX. 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 incumbents 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?	NO
Is this post a child data role in which incumbent will be manipulating or transmitting personal-identifiable information on children such as names, national id, location data, or photos)?	NO
The selected candidate for this position will be required to engage with vulnerable children.	NO

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