

GENERIC JOB PROFILE

I. Post Information

Job Title: Communication and Advocacy Officer
Supervisor Title/ Level: NO-3 Communication and Advocacy Specialist
Organizational Unit: UNICEF Multi-Country Office / Maldives

Job Level: Level 1
Job Profile No:
CCOG Code:
Functional Code: COM
Job Classification Level: NO-1

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: The Communication and Advocacy Officer Job Profile is to be used in the Maldives Country Office reporting to the Communication and Advocacy Specialist.

Purpose for the job:

Assists in planning, implementing, monitoring and evaluating an advocacy and communication strategy to get children and young people's issues into the public domain, strengthen political will in support of UNICEF's mission and objectives in Maldives, and enhance the organization's credibility and brand.

III. Key functions, accountabilities and related duties/tasks

Within the delegated authority and the given organizational set-up, the incumbent may be accountable for all or assigned areas of the following major duties and end results.

1. Strategic communication and advocacy

Evidence, programme results and the perspectives of children and young people are translated into compelling communication and advocacy products that build public

understanding, sustain attention to child rights and support policy, financing and programme priorities.

Duties & Tasks

- Support the Communication and Advocacy Specialist in implementation and monitoring of the UNICEF Maldives Country Office communication and advocacy plan and annual workplan, aligned with the Country Programme Document and UNICEF regional and global priorities.
- Work with programme teams to identify evidence and results, equity that can be translated into public narratives, advocacy messages and calls to action.
- Support production of high-quality communication and advocacy products, including press releases, articles, human-interest stories, advocacy briefs, key messages, speeches, briefing notes, media kits and digital content.
- Coordinate multimedia production, including photography, video, animation and other audiovisual content, coordinating suppliers and ensuring quality control, safeguarding, consent, accessibility and brand compliance.
- Under the guidance of the Communication and Advocacy Specialist, manage and update the UNICEF Maldives website and social media platforms, ensuring content is timely, accessible, audience-focused and consistent with UNICEF standards.
- Support delivery of digital campaigns and content around Country Programme priorities, including child protection, learning, adolescent well-being, skills and transitions, digital safety and climate resilience.
- Support the Communication and Advocacy Specialist in maintaining relationships with media outlets, content creators, influencers, young people and other partners who can advance child rights narratives.
- Support the Communication and Advocacy Specialist in preparing for and facilitating high-level visits and events with government, donors, UNICEF National Committees and other partners.
- Monitor digital performance, audience engagement and public sentiment; analyze results to inform adjustments to improve reach, engagement and influence.
- Maintain organized records of communication products, media coverage, consent documentation and performance data, and use these to document lessons learned and contribute to annual reporting of results.

2. Partnerships and youth engagement

Strategic partnerships and engagement platforms are supported to mobilize resources, expertise, influence and collective action for the achievement of Country Programme results.

Duties & Tasks

- Support the Communication and Advocacy Specialist in implementation of the Country Office partnerships and resource mobilization priorities, including the identification and development of potential partnership opportunities.
- Provide coordination support for engagement with bilateral donors, partners such as Global Partnership for Education (GPE) and Green Climate Fund (GCF), UNICEF National Committees and other partners, under the guidance of the Communication and Advocacy Specialist and in collaboration with programme and operations teams.

- Support the development and management of partnerships with the private sector, particularly in areas relevant to Country Programme priorities, such as family-friendly workplaces, digital learning and safety, green skills, employability and youth transitions.
- Support the maintenance of updated partner contact lists for regular newsletter dissemination, event invitations and other communication and engagement purposes.
- Support joint initiatives with other United Nations agencies, including campaigns, advocacy activities, events and partnership or resource mobilization opportunities.
- Support youth engagement activities and platforms, including the Youth Reference Group, Climate Guardians and other school, community and digital mechanisms, to enable meaningful participation of children and young people in communication, advocacy and programme activities.

3. Cross-cutting support to Country Office priorities

Timely and coordinated communication, advocacy and partnership support is provided across the Country Office to strengthen programme implementation, visibility, engagement and organizational effectiveness.

Duties & Tasks

- Support any additional priority Country Office initiatives, events, visits, field missions and public-facing activities through coordinated communication, visibility, branding and documentation support.
- Support internal communication by preparing updates, presentations, briefing packages, newsletters and other materials as required.
- Contribute to Country Office planning, monitoring and reporting processes, including annual workplans, management plans, results reporting and programme reviews.
- Provide support to the Communication and Advocacy Specialist on procurement and management of communication-related vendors and service providers, including preparation of specifications, coordination of deliverables and quality assurance.
- Maintain effective working relationships with the Multi-Country Office, Regional Office, headquarters and other UNICEF offices to align messaging, access technical support and contribute Maldives evidence and experience to regional and global platforms.
- Perform other related duties as required to support the effective delivery of the Country Programme.

IV. Impact of Results

1. **Strategic communication and advocacy:** Evidence, programme results and the voices of children and young people are translated into timely, high-quality communication and advocacy products that strengthen public understanding, support UNICEF priorities and enhance reach, engagement and influence.
2. **Partnerships and youth engagement:** Strategic partnerships, resource mobilization efforts and youth engagement platforms are supported to mobilize influence, expertise, resources and collective action for Country Programme results.
3. **Cross-cutting support to Country Office priorities:** Priority initiatives, events, visits, field missions, internal communication and planning or reporting processes are supported with timely, coordinated communication, visibility, branding, documentation and operational follow-up.

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)

- Nurtures, Leads and Manages People (1)
- Demonstrates Self Awareness and Ethical Awareness (2)
- Works Collaboratively with others (2)
- Builds and Maintains Partnerships (2)
- Innovates and Embraces Change (2)
- Thinks and Acts Strategically (2)
- Drive to achieve impactful results (2)
- Manages ambiguity and complexity (2)

iii) 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)

a) Technical Knowledge [I]

a) Specific Technical Knowledge Required (for the job) [I]

(Technical knowledge requirements specific to the job can be added here as required.)

Specific and up-to-date working knowledge of:

- Executive Board and other policy documents.
- Executive Directives,
- Thorough knowledge of Mid-Term Strategic Plan (MTSP)
- UN/UNICEF Policy Papers
- UNICEF programme policy, procedures and guidelines.
- Rights-based and Results-based approach and programming in UNICEF
- General administrative and financial guidelines.
- Human resources manual
- UNICEF communication and other DOC guidelines
- Communication toolkit
- Brand Toolkit and Brand Book
- UNICEF Stylebook
- Ethical Guidelines on Reporting on Children

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

General knowledge of:

- Communication practice, methodology and practical application. Knowledge of current theories and practices in communication research planning and strategy.
- Fundamentals of working in various media formats – print, audio, video, web etc.
- Computer systems, including internet navigation, office applications, and specifically, interactive digital media.
- United Nations or other international organizations; good understanding of world affairs, current events and international development issues
- Global human rights issues, specifically relating to children and women, and current UNICEF position and approaches.
- UNICEF communication goals, visions, positions, policies, guidelines and strategies.
- UNICEF policies and strategy to address national and international issues, including emergencies.
- UNICEF emergency communication policies, goals, strategies and approaches, including emergency preparedness.
 - Gender equality and diversity awareness

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

- Knowledge and expertise in management, communication strategy and networking.
- Technical competence in producing content for various media formats – print, audio, video, web etc.
- UN policies and strategy to address international humanitarian issues and the responses.
- UN common approaches to programmatic issues and UNICEF positions
- UN security operations and guidelines.

VI. Recruitment Qualifications

Education:	University degree in Communications, Journalism, Public Relations or related field.
Experience:	Minimum One-year practical professional work experience in communication, print and broadcast media, or interactive digital media.

	International and national work experience (for IP). Field work experience (for NO) Background/familiarity with Emergency situations.
Language Requirements:	Fluency in English and local language (Dhivehi) is required.

VII. Child Safeguarding

(Please respond with Yes or No)

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?:	Yes
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)?:	Yes
The selected candidate for this position will be required to engage with vulnerable children:	Yes