JOB PROFILE

I. Post Information	
Job Title: Social & Behavior Change Officer Supervisor Title/ Level: **Nutrition Specialist** Organizational Unit: **Child Nutrition and Development** Post Location: **Karachi/Lahore/Peshawar/Quetta**	Job Level: NOB Job Profile No.: CCOG Code: 1L05 Functional Code: SBC Job Classification Level: Level 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 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.

Social and Behaviour Change in UNICEF is a cross-cutting programme strategy that analyses and addresses the cognitive, social and structural determinants of individual practices and societal changes in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, their values, the socio-cultural norms and the economic and institutional contexts that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for change. SBC brings social and behavioral evidence generation together with participation in community-led and human-centered processes. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around behaviors like immunization, feeding practices, learning, hygiene, and positive discipline, as well as transformations across

sectors needed to make societies more inclusive, equitable and peaceful.

UNICEF SBC employs a mix of approaches including community engagement, strategic communication, applied behavioral science, service delivery improvement, systems strengthening, social mobilization and policy advocacy to advance child rights, survival, development, protection and participation.

Job organizational context:

The Social and Behaviour Change Officer position is based in the UNICEF Karachi/Lahore/Peshawar/Quetta Field Office and will support the Child Nutrition and Development Programme, with a strong focus on the implementation of Benazir Nashonuma Programme Phase 3.0. BNP-3.0 is a three-year nutrition-responsive social protection partnership with BISP, designed to strengthen systems, improve early childhood nutrition and development, promote maternal and adolescent nutrition, and reinforce community engagement and positive nutrition behaviours among BISP beneficiary households.

Under the direct supervision of the **Nutrition Specialist**, and working closely with the UNICEF SBC team, BISP/BNP provincial and district structures, the Department of Health, Nutrition Directorate, Lady Health Worker Programme, WFP, WHO, implementing partners and community platforms, the Officer will help translate BNP-3.0 priorities into practical field-level action. The role will ensure that SBC is not limited to messages or one-off sessions, but is embedded into Facilitation Centre operations, community outreach, referral follow-up, frontline worker support, family engagement, accountability, and adaptive programme learning.

The Officer will provide hands-on support to ensure that families, especially pregnant and breastfeeding women, caregivers, adolescent girls, fathers, grandmothers and other household decision-makers, receive respectful, practical and locally relevant support to adopt improved nutrition, caregiving, parenting and service-use practices.

Purpose for the job:

Under the technical guidance of the Nutrition Specialist, and in close collaboration with UNICEF SBC colleagues and BNP-3.0 partners, the Officer will provide technical, operational and coordination support for planning, implementing, monitoring and improving SBC and community engagement interventions for nutrition.

The post will support the UNICEF contribution to BNP-3.0 by strengthening the quality and consistency of community engagement, Nutrition and Development Facilitator support, Facilitation Centre-linked counselling, household outreach, mother/father/adolescent support groups, parenting and ECD messages, referral follow-up, accountability to communities and evidence-informed programme adaptation. The role will help ensure that beneficiaries and frontline workers are not treated as passive recipients of information, but as partners whose experiences, constraints and feedback shape programme delivery.

III. Key functions, accountabilities and related duties/tasks

Summary of key functions/accountabilities: The SBC Officer will support the design, implementation, coordination and monitoring of SBC and community engagement interventions under the Child Nutrition and Development Programme, with special focus on BNP-3.0. The role will help ensure that BNP-3.0 field implementation is people-centred, family-oriented and results-focused, with strong links between Facilitation Centres, BISP/Kafaalat households, Lady Health Workers, Nutrition and Development Facilitators, community leaders, health services and provincial coordination platforms. The Officer will contribute to improved service uptake, counselling quality, referral completion, family engagement, accountability, adaptive learning and sustained adoption of positive maternal, adolescent, infant and young child nutrition and caregiving practices.

1) **Strengthen BNP-3.0 SBC planning, implementation, monitoring and adaptive learning.**

- Develop and support implementation of provincial, district and Facilitation Centre-linked SBC action plans aligned with the BNP-3.0 logframe, Detailed Implementation Plan, UNICEF workplans and BISP priorities.
- Support practical micro-planning for community engagement around Facilitation Centre catchment areas, including mapping of BISP/Kafaalat households, pregnant and breastfeeding women, children under two, adolescent girls and households requiring follow-up.
- Use available programme data, field observations, social listening, community feedback and partner reports to identify behavioural barriers, service bottlenecks, referral gaps and local opportunities for improving BNP-3.0 implementation.
- Track the reach, quality and consistency of SBC interventions, including counselling, support groups, community sessions, referral follow-up, campaign activities and use of SBC tools.
- Prepare monthly and quarterly updates on SBC progress, achievements, community insights, bottlenecks, risks and recommended corrective actions, ensuring that reporting moves beyond activity counts to learning and programme improvement.

2) **Strengthen community engagement, family support and demand generation for BNP-3.0 services.**

- Support community-based platforms, including Nutrition and Development Facilitators, Lady Health Workers, social mobilizers, peer support groups, community structures and local influencers, to promote practical and trusted nutrition, ECD and caregiving messages.
- Support mother, father, adolescent and grandmother support groups to address household-level barriers, strengthen shared caregiving and reinforce positive practices related to maternal nutrition, adolescent nutrition, breastfeeding, complementary feeding, early stimulation and responsive caregiving.
- Develop, adapt and promote contextually appropriate SBC messages,

interpersonal communication tools, counselling aids, storytelling approaches, community scorecards and engagement materials for BNP-3.0 activities.

- Support Facilitation Centre-linked counselling and outreach, including practical demonstrations on feeding, play, communication, caregiving, dietary diversity, care-seeking and return-to-service after missed visits.
- Promote beneficiary awareness of entitlements, visit schedules, referrals, complaint and feedback channels, safeguarding expectations and respectful service standards.
- Apply SBC and community engagement approaches in both development and humanitarian contexts, including preparedness, response, recovery and resilience, particularly for hard-to-reach and underserved communities.

3) **Strengthen coordination, partnerships and accountability for quality BNP-3.0 implementation.**

- Coordinate with provincial and district partners, including BISP, the Department of Health, Nutrition Directorate, Lady Health Worker Programme, WFP, WHO, implementing partners, BISP district officials and community platforms, to align SBC actions with BNP-3.0 priorities and avoid parallel systems.
- Facilitate joint planning, field monitoring, implementation reviews and problem-solving with government and partner teams so that SBC activities are reflected in workplans, field implementation, review meetings and corrective action.
- Support advocacy with community, religious, professional and local leaders to create an enabling environment for improved maternal, adolescent, infant and young child nutrition and caregiving practices.
- Support the linkages between Facilitation Centres, community platforms, health facilities, referral services and household outreach, including follow-up for missed visits, incomplete referrals, SAM/MAM cases, anaemia risks, ECD concerns and other priority service-use gaps.
- Escalate unresolved service, safeguarding, accountability, access, referral, commodity or implementation issues through agreed UNICEF and partner channels, ensuring timely follow-up and documentation.

4) **Build frontline capacity and improve the quality of counselling, communication and community engagement.**

- Plan and facilitate training, mentoring and supportive supervision for Nutrition and Development Facilitators, health workers, Facilitation Centre staff, Lady Health Workers, social mobilizers, implementing partners and community volunteers on MIYCF, maternal and adolescent nutrition, ECD, parenting, interpersonal communication, community engagement and referral follow-up.
- Strengthen practical counselling skills so that frontline workers can listen respectfully, respond to family concerns, address common barriers and provide realistic actions that caregivers can apply in their homes.
- Review and adapt training packages, counselling tools, SBC materials and

job aids to ensure they are clear, inclusive, culturally appropriate and responsive to the context.

- Support the use of Parenting and Nutrition Counselling Corners, demonstrations, peer learning, role play and field practice so that training leads to improved service experience at Facilitation Centres and in communities.
- Encourage continuous learning among partners by documenting what works, what does not work, and what needs to change, including promising practices, community insights and field lessons for provincial and national learning.

5) **Support SBC evidence generation, tools, campaigns and learning under BNP-3.0.**

- Contribute to the rollout and use of BNP-3.0 SBC strategy, revised SBCC materials and interactive community engagement tools, including father engagement approaches, grandmother support group guidance, peer navigation tools, play and parenting approaches, storytelling methods and community scorecard templates.
- Support evidence-informed SBC activities, including barrier analysis, social listening, community feedback, qualitative insights and documentation of behavioural drivers affecting service uptake, nutrition practices, parenting and caregiving.
- Coordinate with UNICEF SBC colleagues on technical backstopping, evidence generation, digital and mass media engagement, influencer or community-led communication and policy advocacy activities linked to BNP-3.0.
- Support campaigns and community events such as breastfeeding promotion, parenting, adolescent nutrition, maternal nutrition, ECD and other BNP-related priorities, ensuring consistent messages and practical demonstrations.
- Document and share field stories, implementation lessons, community feedback and examples of change, ensuring informed consent, ethical communication, dignity and safeguarding.

IV. Impact of Results (*Please briefly outline how the efficiency and efficacy of the incumbent impacts its office/division and how this in turn improves UNICEF's capacity in achieving its goals)*

Effective performance in this role will help UNICEF and partners move beyond information-sharing to meaningful engagement with families and communities. By strengthening SBC planning, counselling quality, partner coordination, community feedback and evidence use, the Officer will contribute to improved maternal, infant and young child feeding practices, dietary diversity, care behaviours and uptake of nutrition services. This will support the Nutrition Programme and Benazir Nashonuma Programme to reach the most disadvantaged women and children with services and messages that are trusted, practical and responsive to their lived realities.

V. UNICEF values and competency Required (based on the updated Framework)
i) <u>Core Values</u> • Care • Respect • Integrity • Trust • Accountability • Sustainability **ii) <u>Core Competencies (For Staff without Supervisory Responsibilities)</u>** (1) Builds and maintains partnerships (2) Demonstrates self-awareness and ethical awareness (3) Drive to achieve results for impact (4) Innovates and embraces change (5) Manages ambiguity and complexity (6) Thinks and acts strategically (7) Works collaboratively with others

VI. Recruitment Qualifications	
Education:	A university degree (Bachelor's or higher) in nutrition, public health, early childhood development, health promotion, social and behavioural science, communication for development, sociology, anthropology, psychology, education or another relevant field is required. Additional training or certification in MIYCF, maternal and adolescent nutrition, ECD/parenting, community engagement, SBC, behaviour change communication or public health programming is an asset.
Experience:	A minimum of two (2) years of professional experience is required in nutrition, public health, early childhood development, social and behaviour change, communication for development, community engagement, health promotion, maternal and child health, adolescent nutrition or social protection programming. Experience supporting MIYCF counselling, maternal nutrition, ECD/parenting interventions, community outreach, frontline worker capacity building, referral follow-up, accountability to communities, BISP/BNP/Kafaalat platforms, Facilitation Centre-linked programming or field-level

	programme implementation is highly desirable. Experience working with government systems, UN agencies, civil society organizations or community-based programmes in development or humanitarian contexts is considered an asset.
Language Requirements:	Fluency in English and Urdu is required. Knowledge of another local language spoken in Balochistan, Sindh, Punjab and KPK is an asset.

VII. 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 incumbent 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 the 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 the position will be required to engage with vulnerable children?	No