# UNITED NATIONS CHILDREN'S FUND
# GENERIC JOB PROFILE (GJP)

| **I. Post Information** | |
|---|---|
| Job Title: **Social Behavior Change Officer**<br>Supervisor Title/ Level: **Social Behavior Change Specialist, NO-3**<br>Organizational Unit: **Programme**<br>Post Location: **Harare, Zimbabwe** | Job Level: Level 2<br>Job Profile No.: 139564<br>CCOG Code: 1L05<br>Functional Code: SBC<br>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 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.

**Purpose for the job**:

Under the general guidance of the Social and Behaviour Change Specialist and in close coordination with Sectoral and Cross-Sectoral Specialists and Officers, contributes to/responsible for the design, management, monitoring and evaluation of evidence-based, inclusive and innovative SBC strategies in support of the country programme.

**III. Key functions, accountabilities and related duties/tasks** *(Please outline the key accountabilities for this position and underneath each accountability, the duties that describe how they are delivered. Please limit to four to seven accountabilities)*

**Summary of key functions/accountabilities:**

1. Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC.
2. Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.
3. Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and partnership building.
4. Promote continuous learning, strengthening and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.

1. **Generate and utilize research, data, and evidence to inform the design, measurement, and monitoring of SBC programs and outcomes in both development and emergency contexts and to build the evidence base for SBC.**
    - In collaboration with sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, design, implement, and/or participate in SBC situation analyses and formative research that identify social and behavioral drivers.
    - Initiate, commission, manage and/or utilize qualitative and quantitative research on social and behavioral drivers that include behavioural analysis, human centred design, social listening, behavioural insights, participatory research and/or RCT.
    - Support data collection, tracking, monitoring and reporting SBC results and prepare syntheses of results.
    - Collate and summarize data, evidence and trends for social and behavioral issues to inform evidence-based SBC strategies, plans and activities
    - Assist in establishment of community feedback mechanisms and use feedback to inform community engagement and SBC actions for disaster preparedness, response, recovery and resilience. Generate and use SBC evidence, data, and assessments for disaster preparedness, response, recovery and resilience.
    - Contribute to terms of reference, research tools, frameworks and protocols for generating evidence to inform SBC initiatives and apply tools, methodologies and frameworks for data collection, tracking, monitoring and reporting and disseminating SBC results.
    - Conduct and/or participate in country programme monitoring and evaluation exercises and make recommendations on workplan revisions based on the results.

2. **Design, plan and implement SBC activities that are backed by social and behavioural evidence and strong engagement and participation mechanisms in both development and humanitarian contexts.**

- In collaboration/consultation with UNICEF sectoral and cross-sectoral specialists, relevant government officers and other UN/NGO partners, provide technical and administrative support for the development, implementation and monitoring of evidence-based SBC strategies and activities, in line with global standards and UNICEF priorities and approaches.
- In collaboration/consultation with UNICEF sectoral and cross-sectoral colleagues and implementing partners, select appropriate SBC activities and platforms for engagement, ensuring quality and integration of the latest evidence and science-backed approaches. In this process, oversee coordination with SBC stakeholders and partners to align plans and activities.
- Identify/propose actional evidence-based programme/strategy recommendations from current data, evidence and trends for priority social and behavioral issues and ensure the integration of latest innovative approaches and technology in SBC in programme approaches and advocate for their adoption among internal and external stakeholders.
- Apply the above skills of designing, planning, implementing and monitoring of community engagement and SBC interventions in the context of humanitarian emergencies.

3. **Support operationalization of SBC by advocating for SBC, mobilizing resources, coordinating across stakeholders, sectors and teams, and building alliances and partnerships.**
    - Represent UNICEF's interests in partnerships and manage development of and progress against joint project agreements with relevant partners; represent the UNICEF CO and SBC Section in national and international level fora and among partners as relevant and necessary.
    - Collaborate with national, regional and/or global partners to link and coordinate SBC approaches.
    - Cultivate resource mobilization opportunities and contribute to proposals, reports and other materials to support resources mobilization. Contribute to mobilizing human resources for SBC, including staff, consultants and external vendors.
    - Identify, recruit and collaborate with onsultants, vendors and other technical expertise to support delivery of SBC activities. Plan, use and track the use of resources and verify compliance with organizational guidelines and standards.
    - Contribute to financial planning, budget planning and tracking and financial management for SBC.
    - Advocate for the inclusion of community engagement and social and behavioral approaches in sectoral workplans based on active participation in sectoral programme planning and reviews and viable recommendations for the integration of SBC. Advocate internally and externally for integration of SBC in national systems, in the country programme, and in sectoral plans.
    - Identify, disseminate, and adopt best practices and innovative approaches and technology in SBC, integrate them in programme approaches and support SBC and sectoral teams in implementing them.
    - Coordinate with stakeholders and partners for the implementation of community engagement and SBC in humanitarian actions.

4. **Promote continuous learning, strengthening and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff, partners and implementers.**
    - Identify, design, and/or organize SBC training materials and opportunities for staff and partners, including on new approaches such as behavioural analysis, behavioural insights, human-centered design, social listening, and social accountability mechanisms. Use and adapt existing UNICEF learning resources, guidelines and training materials to build SBC capacity among staff, implementing partners and relevant government and non-government counterparts.
    - Contribute to the development and institutionalization of best practices, facilitate

the exchange of experiences and provide technical assistance for the uptake of new SBC methods and knowledge internally and externally.
- Coordinate and provide inputs into SBC capacity assessments
- Identify and mobilize resources to support capacity development internally and externally and provide SBC technical support and capacity building to government counterparts.
- Identify and contribute to the development of mechanisms to strengthen systems for community engagement in humanitarian contexts.
- Develop and/or adapt capacity development tools and activities for humanitarian programming with a focus on preparedness, response and recovery.

**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)*

Efficient and effective technical, administrative and operational support provided to the development and implementation of SBC initiatives and products that support UNICEF's ability to promote SBC results. This in turn contributes to enhancing the ability of UNICEF to fulfill its mission to achieve sustainable, locally owned and concrete results in improving the survival, development, protection and wellbeing of children in the country.

**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</u>**

- 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 or higher) in behavioural science, sociology, anthropology, applied research, communication studies, communication for development, psychology or a related field is required. |
| Experience: | A minimum of two years of professional experience in one or more of the following areas is required: SBC-related research; social development programme planning, design and implementation; communication for development or social and |

| | |
|---|---|
| | behaviour change; social marketing; public advocacy; community and/or adolescent engagement; or another related area. |
| Language Requirements: | Fluency in English is required. Fluency in a local language is desired. |

| **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? | Yes |
| 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? | Yes |
| The selected candidate for the position will be required to engage with vulnerable children? | Yes |