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

I. Post Information	
Job Title: **Social & Behavior Change Specialist** Supervisor Title/ Level: **Deputy Representative P5** Organizational Unit: **Programme** Post Location: **Harare, Zimbabwe**	Job Level: **NO3** Job Profile No.: **139553** CCOG Code: **1L05** Functional Code: **SBC** Job Classification Level: **Level 3**

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 addresses the cognitive, social and structural determinants of social change in both development and humanitarian contexts. SBC uses the latest in social and behavioral sciences to understand people, their beliefs, values, and the socio-cultural norms that shape their lives, with the aim of engaging them and increasing their influence in the design of solutions for sustainable behavior and social change. SBC is at the core of UNICEF's mandate, with corporate results across sectors revolving around social and behavioral practices like immunization, breastfeeding, hygiene, and positive discipline.

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

Job organizational context:

The Social and Behavior Change Specialist GJP is to be used in small to medium size Country Offices (CO) reporting to the Deputy Representative, or in a large country office reporting to a higher-level SBC professional.

Purpose for the job:

The Social and Behavior Change Specialist reports to the **Deputy Representative** for general guidance and supervision. The Specialist provides technical and operational support for developing a systematic, planned and evidence-based strategy and process for SBC as an integral part of programme development, planning and implementation. Through communication and engagement, as well as the empowerment and participation of stakeholders, communities, children, civil society partners, and government counterparts, s/he promotes measurable behavioral and social change/mobilization. This subsequently contributes to the achievement of sustainable and concrete results in improving children's rights, survival and wellbeing in the country.

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 & Use Evidence:** 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:** Design, plan and implement SBC activities that are gender intentional and 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 and coordinate as required with relevant stakeholders.
4. **Build Capacities** Promote continuous learning, strengthening, and scaling up in SBC for both development and humanitarian contexts through capacity building for UNICEF staff and partners.
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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 and conduct 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.
- Establish 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.

- Develop terms of reference, research tools, M&E 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.
- Develop and manage relationships with external partners, vendors and consultants for research and evidence generation and support of SBC.
- Report SBC activities to various stakeholders and on UNICEF system such as end of year reporting, donor reports and any other required.

2. Design, plan and implement SBC activities that are gender intentional and 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, guide, develop, support, implement and monitor 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, implement and quality assure evidence-based programme/strategy recommendations from current data, evidence and trends for priority social and behavioral issues and ensure the integration of gender issues and 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 guiding, designing, planning, implementing and monitoring of community engagement and SBC interventions in the context of humanitarian emergencies.
- Make viable recommendations on inclusion of community engagement and social and behavioural approaches in sectoral work plans and strategies of other UNICEF sectors. 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 as well as for different field offices.

3. Support operationalization of SBC by advocating for SBC, mobilizing resources and coordinate as required with relevant stakeholders.

- Represent UNICEF's interests in partnerships such as the UN Joint Program and manage development of and progress against joint project agreements with relevant partners; represent the UNICEF CO and SBC Section in various fora and among partners as relevant and necessary.
- Collaborate with national, regional and/or global partners to link, enhance and coordinate SBC approaches across sectors.
- Cultivate resource mobilization opportunities and produce 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 supervise consultants, 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.
- 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.

- Advocate internally and externally for integration of SBC in national systems, in the country programme, and in sectoral plans.
- 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 and partners.

- Identify, design, and 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.
- Develop and/or 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.
- Develop and institutionalize best practices, facilitate the exchange of experiences and provide technical assistance for the uptake of new SBC methods and knowledge internally and externally.
- Plan and implement SBC capacity assessments within the CO.
- Identify and develop mechanisms to strengthen documentation and knowledge management as well as 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, operational and managerial support strengthens quality of evidence and science-based SBC strategies, products and activities. This impacts the ability of UNICEF to promote changes in behaviors, social attitudes, beliefs, norms, policies and practices of individuals, communities, institutions and society as a whole. This in turn contributes to UNICEF's ability to fulfill its mission to improve child rights related to survival, development, protection and participation in the country.

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

i) Core Values

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

ii) Core Competencies

- 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:	An advanced university degree in one of the following fields is required: Behavioral Science, social anthropology, applied research, Social Sciences, or another relevant technical field.
Experience:	• A minimum of five years of professional experience in one or more of the following areas is required: behavioural science, social anthropology, managing social research, social development, social and behavior change, social marketing, communication for development, gender, SBC-related planning, monitoring or evaluation, public advocacy, community and/ or adolescent engagement, or another related area. • Relevant experience in a UN system agency, international or national non-government organization is considered as an asset. • International experience working in a developing country is considered as an asset.
Language Requirements:	Fluency in English and local languages is required.

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