

Designs, manages, and facilitates the implementation of programme communication strategy, plan of action and activities for strategic communication and promotion for social and behavioural change in support of country programme delivery.

- In collaboration with UNICEF management, the UN team in the One UN in Viet Nam and decision makers and planners of government, donor organizations and the private sector, the Communication for Development Specialist designs, manages and facilitates the implementation of communication policy, strategy and plans of action aiming at general public and service providers through: (a) behaviour development/change at individual/household levels; (b) social mobilization of civil society organizations; and (c) increased community participation in development programmes for positive social change.
- Makes viable recommendations on operational strategies in the areas of participatory communication, social mobilization and behaviour change and on appropriate materials and media to reach target audiences.
- Provide technical guidance and leadership to the programme communications team to plan, implement and monitor the demand side of UNICEF programmes. Effective use of programme tools such as appropriately designed IEC communication materials leading to proven behavioural changes as well as proven media channels adapted appropriately for vulnerable target groups.
- Work with key partners to apply social marketing techniques to increase demand for interventions at national and sub-national levels

Programme communication materials: Organizes the research, development, pre-testing, and production of culturally relevant communication materials.

- In collaboration with partners, the Communication for Development Specialist organizes and manages the formative research, development, pre-testing and production of culturally relevant communication materials to ensure effective and efficient programme delivery, including facilitating behaviour change, where necessary.
- Supports the UNICEF global communications objectives and strategies through development of complementary country specific and local community materials.
- Ensures the quality, consistency and appropriateness of communication materials that are developed, produced, and disseminated to local communities, government officials, other partners and the media.

Partnerships for social mobilization: Develops and enhances strong partnerships with community groups, leaders and other partners in the community and civil society for promotion of participation in social and behavioural changes supportive of programme goals.

- Develops partnerships with various religious groups, traditional leaders, teachers, artists and other organized groups in the community, as well as civil society organizations, to orient them

on country programme goals and to solicit their involvement in the implementation of the country programme.

- Promotes a better understanding of children's and women's issues by assisting in or managing a country level behaviour change and social mobilization strategy supportive of effective and efficient programme delivery.
- Promotes and influences behaviour development/change at individual/ household levels, social mobilization of civil society organizations and increased community participation in development programmes.
- Ensure the voice of women and children help drive a needs based approach to planning services that holds service providers and planners accountable for their actions and use of resources.

Capacity building support: Develops training materials and activities to build capacity for participatory and behaviour change communication.

- Develops training materials and activities to build capacity in participatory and behaviour change communication for personnel who are involved in the planning, implementation and evaluation of programme communication intervention, in support of programme sustainability.

Coordination and collaboration with government and partners: Provides effective coordination and technical support to government counterparts and other partners in the development and strategic use of communication for social development.

- Coordinates with government counterparts in the development and appropriate use of communication for social development aimed at both individual behaviour change and collective action. Provide technical support as required.
- Collaborates with government officials, community leaders, UN, and bilateral agencies and NGOs in the organization of activities, operational research, advocacy and exchange of information and ideas supportive of programme communication goals and strategies.

Monitoring and evaluation: Monitor and evaluate programme activities and prepare monitoring and evaluation reports. Exchange findings, experiences, lessons learned and new methods with partners.

- Monitors and evaluates programme activities on the basis of applied communication research and frequent visits to project sites.
- Analyses and evaluates data to ensure compliance and achievement of objectives and recommend corrective action, when necessary, to meet programme/project objectives. Prepares monitoring and evaluation reports in accordance with the established guidelines, methods and procedures. Provides technical advice to programme staff, government officials and other counterparts, and coordinates and manages the evaluative elements of country programme

milestone meetings, such as mid-term reviews, strategy meetings, previews and reviews and annual reviews.

- Disseminates communication research findings, ensures exchanges and sharing of experience, lessons learned, best practices, and new methods to government officials, programme staff, and other UNICEF partners.

Oversight, budget planning and management of program funds: Participate in the budget planning and ensure the compliance and the optimal appropriation of allocated programme funds.

- Identifies, recruits, coaches and supervises technical resources within the team and consultants as necessary for the above activities; Participates in and contributes to the budget and programme review and planning. Establishes programme work plans, allocation of resources, and monitors progress and compliance.
- Monitors the overall allocation and disbursement of programme funds, making sure that funds are properly coordinated, monitored and liquidated.
- Takes appropriate actions to optimize use of programme funds. Improves programme efficiency, quality and delivery through a rigorous and transparent approach to programme planning, monitoring and evaluation.

Competencies:

Has highest-level communication skills, including engaging and informative formal public speaking.

Able to work effectively in a multi-cultural environment.

Sets high standards for quality of work and consistently achieves project goals.

Has good leadership and supervisory skills; co-ordinates group activities, ensuring that roles within the team are clear.

Quickly builds rapport with individuals and groups; maintains an effective network of individuals across organizational departments.

Demonstrates and shares detailed technical knowledge and expertise.

Translates strategic direction into plans and objectives.

Negotiates effectively by exploring a range of possibilities.

Seeks and proposes opportunities for advancing UNICEF's mission.