



UNITED NATIONS CHILDREN'S FUND
JPO Request Form



Training and Learning Plan

- ✓ Participation in a one-week JPO Induction Programme in New York;
- ✓ Guidance and advice in relation to training opportunities within the field of expertise;
- ✓ Use of yearly JPO training funds for internal/external training opportunities;
- ✓ Participation in the Mentoring, Coaching, and Career Counselling and Career transition programmes;
- ✓ Encourage field mission and/or stretch assignment during and after the 2nd year

In addition, the JPO will benefit from the following specific learning opportunities in the receiving office:

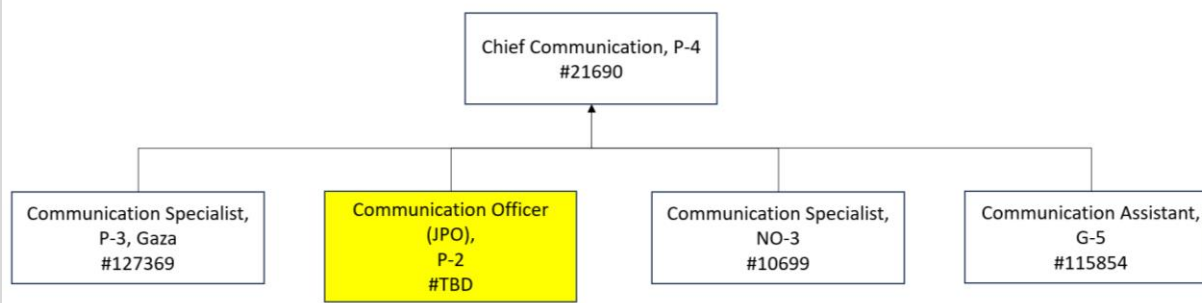
- **Career prospects and potential for retention:** The incumbent will receive training and on-the-job mentoring, and gain practical experience in UNICEF Communication team. This will be a unique experience to gain hands on experience in crisis communication in one of the most polarized conflicts in the world, advocating for the rights and wellbeing of children. The skills, knowledge, and experience to be gained will be directly relevant for careers in communication and advocacy overall and particularly in sensitive and complex emergencies.
- **Supervisor's experience in coaching and development of young professionals:** The position is reporting to the Chief of Communication who has accrued a long experience in the communication and advocacy areas as well as in communication in emergencies. In the past eight years, the Chief

of Communication has successfully coached and supported the development of many young colleagues, new to diverse areas of communication like social media, crisis communication, media engagement and partnerships. Among them, two colleagues were promoted to higher positions.

Information and living condition of Duty station: [For Filed Office locations only]	
General Information	Jerusalem is one of the most multicultural cities in the Middle East, with a unique political, social and cultural context. Many UN agencies have a presence in the State of Palestine, and most of them have their main office in East Jerusalem. There is also a strong presence of many other international organizations and NGOs operating across the State of Palestine. Jerusalem is located relatively close to Amman, the regional center and hub for humanitarian and development sector in the whole Middle East.
Security	The Security Level in Jerusalem is classified as Moderate (Level 3) as per the UN security management system in the State of Palestine. Civil unrest is one of the security challenges to UN operations in Jerusalem. Despite security related risks, Jerusalem is classified as a family duty station.
Housing	The housing market is very wide, and prices vary depending on the quality, location, etc. Except for a few specific areas, UN staff can live in any area they see fit. Different types of long-term accommodation are available in Jerusalem: standalone houses, houses in gated compounds, apartments. These could be furnished and/or fully serviced, or unfurnished. Real estate agents can be recommended and found, with experience supporting internationals in finding the right place.
Schools & Childcare	Most of international staff's children attend international schools with an academic system that is widely recognized abroad. International schools for children speaking a specific language (e.g. German, French) can also be found. It is advisable to ask colleagues at the office with children to check on the different options.
Work for spouses & partners	Work opportunities for spouses/partners are limited. However, if hired by any organization a work permit must be applied for through the same hiring organisation.

Reporting line of the JPO

Communication Section
East Jerusalem/Gaza, SOP





UNITED NATIONS CHILDREN'S FUND SPECIFIC JOB PROFILE

I. Post Information

Job Title: Communication Officer
Supervisor Title/ Level: Chief Communication
Organizational Unit: Communication Section
Post Location: East Jerusalem

Job Level: P2
Job Profile No.:
Job Classification Level:

II. Strategic Office 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 programmes, 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.

Strategic office context:

The ongoing conflict in the Gaza Strip, the West Bank, Israel and now Lebanon, has precipitated a severe humanitarian crisis, with a catastrophic toll on children and families who have been forced to flee their homes under extreme circumstances. Despite facing substantial challenges, including relentless military operations, logistical constraints, and power disruptions, UNICEF has maintained its presence, delivering essential aid such as safe water, medical supplies, and nutrition support.

UNICEF is communicating and advocating relentlessly for the respect of children lives and wellbeing, highlighting the dire situations that the children in the Gaza Strip and the West Bank including East Jerusalem are living in, as well as highlighting the critical, lifesaving work implemented by UNICEF and its partners.

Purpose for the job:

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

Under direct supervision of the Chief of Communication, the JPO will be responsible for technical and operational support in relation to the following key functions/accountabilities:

Summary of key functions/accountabilities:

1. Communication strategy: The production of communication products and materials are timely executed and followed up to support country communication strategy, regional and global campaigns and priorities, and to support resource mobilization as set out in the work plan.
2. Media relations: Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.
3. Monitoring and evaluation: Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Results and reports are prepared and shared on a timely basis.
4. Donor and partners relationships and special events and visits: The Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), is maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives and who support and are able to actively participate in special events and activities that further the country programme goals.

III. Key functions, accountabilities and related duties/tasks:**1. Communication materials**

Ensure that the production of communication products and materials is timely executed and followed up to support country communication strategy, regional and global campaigns and priorities and to support resource mobilization as set out in the work plan.

Duties & Tasks

- Support the implementation of the tasks in the country communication work plan and strategy as assigned.
- Gather content and coverage of relevant country efforts to identify effective relevant country programme activities and results. Develop complementary, country specific and local community materials and activities.
- Support the production of advocacy and communication materials (e.g. briefing notes, images, video. Web pages etc.) that meet the country and global standards as set out in the Communication Toolkit.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials for both web-based and traditional media, as appropriate.
- Follow up on the production of advocacy and communication materials (e.g., films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the Communication Toolkit.
- Support the maintenance of an up-to-date documentation centre for communication materials including publications, press releases and clippings, photographs, audio-visual materials, web resources etc.
- Recommend appropriate information and communication materials for use in media, and other advocacy and communication activities; recommend the appropriateness, quality and dissemination of printed and audio-visual materials.
- Recommend established contacts, networks, resources and processes to support communication activities.

2. Media relations Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media – print, TV, radio, web etc. – in the country, to communicate the story of UNICEF's cooperation to a wider audience.

Duties & Tasks

- Support the maintenance of a media relations contact list/database. Ensure rapid and accurate information dissemination to the media.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Assist in drafting and editing articles, press releases, human interest stories and other advocacy/information materials in all media formats, as appropriate.
- Prepare background communication and promotional materials for briefing and visits of media and other special interest groups. Assist in the planning, logistic and administrative arrangements for them.
- Assist in collaborating with the media through activities such as organizing project site visits, facilitating photo coverage and TV footage and utilizing both web-based and traditional media as appropriate.
- Support the monitoring and evaluation of the use and effectiveness of media materials.

3. Monitoring and evaluation: Regular monitoring and evaluation activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared on a timely basis.

Duties & Tasks

- Contribute to developing an advocacy and communication strategy by coordinating appropriate audience research and compiling and analysing relevant data.
- Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences, and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of media materials. Maintain a library of coverage (clippings, coverage etc.)
- Monitor the public perception of UNICEF in the country and recommend appropriate action to maintain a positive image for the organization.
- Assist in providing feedback to DGCA on the use and appropriateness of global communication materials such as publications, images and multimedia products.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective communication strategies, planning and effective and efficient advocacy.
- Undertake lessons learned review of successful and unsuccessful communication experiences as directed by supervisor.

4. Ensure that relations with partners are maintained and further developed.

Duties & Tasks

- Help organize and generate public support for special events and activities to promote country programme goals.
- Assist in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives.
- Maintain and update celebrity and partner contact lists/database for country office.
- Monitor/document process and effectiveness of working with these individuals/organizations.
- Prepare background communication and promotional materials for briefings and visits of media, Goodwill Ambassadors, donors, National Committee representatives and other special interest groups. The task includes preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits), and assisting in the planning, logistics and administrative arrangements.

IV. Impact of Results

The JPO will take an active part in key communication activities, campaigns and social media publications, reviewing content and format, supporting the drafting of speeches and press releases as well as monitoring

the impact of the visibility campaigns. The goal will be to reinforce the impact and result of the SOP team efforts in terms of Communication, Advocacy and Visibility.

V. Competencies and level of proficiency required

Core Values attributes

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

Core competencies skills

- 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)

Functional Competencies

- Persuading and influencing (1)
- Applying technical expertise (1)
- Learning and researching (2)
- Planning and organizing (2)

VI. Recruitment Qualifications

Education:	University degree in Communications, Journalism, Public Relations or a related field.
Experience:	Two years practical professional work experience in communication, print and broadcast media, or interactive digital media. Background/familiarity with Emergency situations
Language Requirements:	Fluency in English is required. Knowledge of another official UN language or local language of the duty station is considered as an asset.