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**Terms of Reference**

**Post Title:** Communication and Advocacy Associate

**Post Level: Service Contract**, SB3/Q1

**Position Number: 00152331**

**Duration of the service:** one year with possible extension

**Duty Station:** Kyiv

Full/part time: Full time

**The position:**

Under the supervision of Program Analyst, Communication and Advocacy and in close coordination with GBV Programme Manager, the Communication and Advocacy Associate contributes to the design, coordination and implementation of communication and advocacy interventions of the UNFPA GBV Response and Prevention Programme. Communication and Advocacy Associate will help enhance and scale up the national “Break the Circle” information and awareness-raising campaign.

**How you can make a difference:**

UNFPA, the United Nations Population Fund, is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled. The Fund operates globally since 1969 in more than 150 countries and territories. UNFPA focuses on women and young people, because these are the groups whose rights are often compromised. UNFPA has been active in Ukraine since 1997.

In accordance with the organisational mandate and national development priorities of Ukraine, UNFPA implements a country programme of technical assistance to Ukraine for 2018-2022. Among several priorities, the country programme seeks to contribute to the development of robust national system of response and prevention of domestic and gender-based violence (GBV), establish functional intersectoral coordination and accountability mechanisms and enhance institutional capacities at the national and regional levels to ensure that majority of gender-based violence survivors seek and have access to good quality survivor-centred services, and Ukrainian society finds GBV unacceptable.

Through its GBV Response and Prevention Programme, UNFPA contributes to improving safety and security of women and girls, and thus, their willingness to participate in community life, including in conflict-affected communities. Women’s engagement and empowerment in community dialogue, including in displacement, is essential for laying a strong foundation for recovery and sustainable peace and development.

UNFPA is seeking highly-motivated candidates that share our passion of making a sound contribution to creating a Ukrainian society free from domestic and gender-based violence. We need strong professionals who are innovative, committed to excellence and keen to transform, inspire and deliver high impact and sustained results.

**Job Purpose:**

The UNFPA GBV Response and Prevention Programme presently covers 21 regions of Ukraine, including most affected by the armed conflict (Donetsk and Luhansk GCA), and focuses on the delivery of the following outcomes:

1. Increased perception of the unacceptability of gender-based violence in Ukrainian society.
2. Improved equitable access of GBV survivors to survivor-centred services.
3. Establishment of mechanisms of accountability to beneficiaries at the national and local levels.

Communication and Advocacy Associate coordinates implementation of communication and advocacy interventions that contribute to the achievement of the Outcome 1 with the strategic aim of fostering zero tolerance to GBV in Ukrainian society.

Communication and Advocacy Associate works in a client, quality and results-oriented manner in close collaboration with UNFPA communications specialists, GBV Programme Team members, all units of the UNFPA Country Office (CO), UNFPA implementing partners, as well as personnel of other UN agencies to exchange information and ensure smooth implementation of communications activities in line with the approved work plans, indicators and milestones (Programme Results Framework).

Communication and Advocacy Associate is one of the core programme team members and plays a vital role in ensuring smooth planning, coordination, and monitoring of programme communication and advocacy activities on raising awareness on GBV and transforming social norms that condone GBV. S/he ensures that all activities are carried out in accordance with UNFPA rules and procedures as well as donors’ requirements. S/he will be responsible for contributing to the achievements of programme’s objectives and quality management throughout the programme life cycle.

**Major Duties and Responsibilities:**

* Support GBV Programme in implementation of communication and advocacy activities in accordance with annual work plans and project documents agreed by donors;
* Implement national campaigns “Break the Circle” and “No Trivia in Relationships” in line with the campaign strategy;
* Assist in development and dissemination of information, writing and publicising of thematic articles, preparation and dissemination of advocacy materials, including fact sheets and infographics, success stories;
* Organise public and media events, as well as advocacy meetings with decision-makers and opinion leaders;
* Maintain close working relationships with the media, including editors and journalists in key national and international news outlets to facilitate reporting on UNFPA’s work in the area of GBV; prepare press releases, media advisories and briefs;
* Assist in developing and maintaining close collaboration with UNFPA partners and organisations, whose support is essential to the achievement of advocacy and communication objectives;
* Contribute to the development of UNFPA Country Office annual communication plan and integration of GBV Programme communications activities into overall communication and advocacy plan of CO;
* During the communication and programme events, ensure photographs and/or videos are being taken, filed and used for communications and reporting purposes;
* Support CO in producing responses to public requests for information on activities related to GBV Programme;
* Regularly and consistently monitor media publications in the thematic areas related to GBV programme, provide timely advice to the GBV programme team and UNFPA Communication and Advocacy Analyst, flagging out the issues of concern and suggesting corrective actions to address them;
* Liaise with the communication teams of UN Agencies and other international and national counterparts on the issues of GBV to ensure coordination of communication and advocacy events and activities with partners;
* Support organisation of joint communication events such as “16 Days of Activism against GBV” etc.;
* Provide communicational support to local authorities, state actors and UNFPA GBV Project Coordinator on social norms change in their requests on effective liaising of community-based prevention programmes implementation;
* Liaise with the communication teams of UNFPA implementing partners (IP) to ensure their communication activities are coordinated and aligned with UNFPA communication strategy in the area of GBV;
* Draft Terms of References for procurement of communication related services;
* Ensure that UNFPA corporate identity, visibility and communication rules and regulations as well as donor visibility requirements are applied in all public materials produced by the UNFPA Country Office, including the UNFPA website and social networking pages/profiles;
* Carry out any other communications-related duties, as may be required by the management.

**Qualifications and Experience**

**Experience**:

* Minimum 3 years of progressively responsible experience in media, public relations and communications;
* Strong experience in design, delivery and monitoring of communications and awareness-raising interventions (experience with interventions of social benefit will be an asset);
* Sound experience of working with media (as proven by successful joint projects and extensive network of working contacts with key media outlets), organising media events, press conferences and arranging interviews;
* Excellent writing and communications skills;
* Proven ability to effectively present information tailored (both in content and format) to diverse audiences;
* Good knowledge of visual design and layout development for information materials is desirable;
* Skills in photography and image editing is an asset.

**Education**:

Bachelor degree in communications, public relations, journalism, social sciences, gender studies, linguistics or other related field.

**Languages**:

Fluency in Ukrainian, English and Russian.

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| **Values:*** Exemplifying integrity
* Demonstrating commitment to UNFPA and the UN system
* Embracing cultural diversity
* Embracing change
 | **Functional Competencies:*** Advocacy/Advancing a policy-oriented agenda
* Leveraging the resources of national governments and partners/ building strategic alliances and partnerships
* Delivering results-based programmes
* Internal and external communication and advocacy for results mobilisation
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| **Core Competencies:** * Achieving results
* Being accountable
* Developing and applying professional expertise/business acumen
* Thinking analytically and strategically
* Working in teams/managing ourselves and our relationships
* Communicating for impact
 | **Managerial Competencies:*** Providing strategic focus
* Engaging in internal/external partners and stakeholders
* Leading, developing and empowering people, creating a culture of performance
* Making decisions and exercising judgment
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