

UNICEF is committed to **diversity and inclusion** within its workforce, and encourages all candidates, irrespective of nationality, religious and ethnic backgrounds, gender identity and sexual orientation, as well as persons living with disabilities, to apply to become a part of the organization. UNICEF's office is **accessible** to a certain extent, and employees are entitled to **reasonable accommodations** that are needed for ensuring equitable working conditions.

**Education section of UNICEF in Serbia is seeking a qualified professional  
for the following part-time assignment:**

## **Communication for Development (C4D) Consultant to support key strategic activities in the area of inclusive education**

**Ref. Number: VN 19 – 548747**

Providing quality education for all children, regardless of their background, is one of the top priorities for UNICEF. Our goal is to enable the most vulnerable and marginalized children to realize their full potential through accessing and completing quality inclusive education.

The results of the 2019 Multiple Indicator Cluster Survey in Serbia indicate gaps in equitable access to quality education between the general population and children from minority and vulnerable groups. This is hampered by a variety of reasons, including the lack of resources and capacity to support additional needs, but also by negative attitudes towards children with disabilities and children from minority groups. The implementation and realization of inclusive education (IE) is therefore of key significance for the realization of child and human rights, social inclusion and human capital development.

UNICEF supports the Government of Serbia in realizing the inclusive education principles through different initiatives, including technical assistance to policy and governance work, research initiatives and analytical work, and planning towards building a more inclusive education system.

### **Work Assignment Overview:**

To support UNICEF Serbia in communication analysis, communication planning, addressing social norms and attitudes, and execution of the communicating strategy for inclusive education, UNICEF seeks a consultant with relevant expertise and experience to secure technical services related to the development and execution of the social and behavioural change (C4D) strategy for the Education Program, with the focus on quality inclusive education for all children. Under the general guidance and direction of UNICEF Education Specialist, the consultant shall be responsible for the development and implementation of the C4D analysis, planning and support to implementation of key strategic activities in the area of inclusive quality education.

Duration of the assignment: March 2022 – February 2023 (part-time, office-based)

### **Tasks:**

1. Support the communication and C4D analysis related to inclusive quality education (nature of the problem, education provision, community attitudes and public perceptions – including teachers, parents, government, the public; the media landscape);
2. Support communication planning and setting communication objectives for social and behaviour change;
3. Assist in the development and execution of the communication strategy and promotion for social and behavioural change in the area of inclusive quality education;
4. Assist in the development and execution of communication action plan for quality inclusive education;
5. Support monitoring and evaluation of communication planning.

**Required qualifications:**

- A university degree in one of the following fields: social and behavioural science, sociology, anthropology, psychology, education, communication, media, public relations, marketing or another relevant field.
- A minimum of five years of professional experience in one or more of the following areas is required: social development, communication for development, behavioural and social change, social marketing, public advocacy, or another related area.
- A recent professional experience in media, marketing and/or social mobilization.
- Knowledge and versatility in using community, service and other media (including digital media and social networks) platforms for communicating targeted public information and outreach messages.
- Ability to work independently and effectively with attention to detail and to follow-through.
- A high level of organization skills with the ability to work quickly and efficiently as part of a team.
- Fluency in English and Serbian.

**Desired qualifications:**

- Media engagement capacity (proven through professional experience).
- Knowledge of education and social welfare sectors in Serbia.
- A good understanding of UNICEF's work in education.
- Experience in working with children, families and vulnerable population groups.
- Experience in working with social sectors (health, education and social welfare) and local communities, as well as the private sector.
- Previous experience with UNICEF or UN agencies.

**How to apply:**

Qualified candidates are requested to submit their application through:

<https://jobs.unicef.org/en-us/job/548747/c4d-consultant-inclusive-education>

The application must include a **financial proposal in RSD** as a separate document, providing the following information:

- a) Daily rate (all costs included, e.g. health insurance, pension, usage of mobile phone),
- b) Daily travel allowance for an overnight stay in Serbia (including accommodation),
- c) Transportation costs per km (for duty travel within Serbia).

The closing date for applications is **10<sup>th</sup> March 2022**.

**Important notes:**

Incomplete applications will not be taken into consideration.

Only shortlisted candidates will be notified and advance to the next stage of the selection process.

*For every child, you must demonstrate UNICEF's core values of Care, Respect, Integrity, Trust and Accountability.*

*UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles.*