

## 15295 - Consultant: Advocacy and Strategic Communication Specialist - Kabul, AFGHANISTAN

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**Job ID/Title :** 15295 - Consultant: Advocacy and Strategic Communication Specialist

**Scope of advertisement :** Globally advertised (Including jobs.undp.org)

**Category (eligible applicants) :** External

**Brand :** UNIFEM

**Practice Area :** Women's Empowerment

**Application Deadline :** 22-Mar-10

**Type of Contract :** SSA

**Post Type and Level :** International Consultant

**Duty Station :** Kabul, AFGHANISTAN

**Languages Required :** English

**Duration of Initial Contract :** 6 months

### **Background:**

Organizational Values and Principles:

UNIFEM is dedicated to advancing gender equality and women's human rights in Afghanistan. Staff and consultants of UNIFEM Afghanistan are expected to contribute to a professional working environment in which the strengthening of national capacities and human potential is prioritized. Respect for diversity and human dignity is required, as is the active pursuit of a collaborative and inclusive approach to both internal and external stakeholders, including colleagues and partners.

Summary:

UNIFEM's Women, Peace & Governance Unit aims to build the capacity of and strengthen opportunities for Afghan women to mobilize as political actors of change as a means of demanding accountability by state and non-state actors on the implementation of gender equality commitments, including provisions of women's full and meaningful participation in peace and governance processes at the community, sub-national and national levels. The unit operates within the framework of UN SCR 1325, CEDAW, the National Action Plan for the Women of Afghanistan (NAPWA) and the Afghanistan National Development Strategy (ANDS).

Under general guidance of the UNIFEM Country Director with strategic support from the UNIFEM HQ Governance, Peace and Security Team, the Advocacy and Strategic Communications Specialist will coordinate and support the implementation of a strategic communications advocacy strategy around women's increased political participation. The Specialist will work closely with WP&G's unit partners, in particular the Afghan Women's Network (AWN), to build a national awareness campaign around women and

governance, with a particular focus on integrating women's needs and perspectives into the post London Conference peacebuilding dialogues and deliberations. The Specialist will act as a key advisor to the Country Director on women and governance, while working closely with the WP&G team in developing their capacity in strategic communications and advocacy.

### **Description of Responsibilities :**

1. Coordinate and support the implementation of an AWN designed post London Conference strategic communications advocacy strategy around women's inclusion in peacebuilding in Afghanistan through the frameworks UN SCR 1325 and UN SCR 1820, with the aim of building the capacity of AWN and WP&G staff to lead advocacy and strategic communications efforts.

- Consultations with WP&G unit and external stakeholders for introduction and work plan development (with timeline) around strategic communications and advocacy for women's participation in peacebuilding in Afghanistan, focusing on post-London Conference advocacy leading up to Peace Jirga and Kabul Conference.

OUTPUTS -- Strategy for coordinated advocacy and strategic communications campaign for women's participation in peacebuilding and negotiations

Timeframe -- Two weeks

1.1 Support AWN in the implementation of work plan, including high level forums, national consultations and side events around national government conferences, to generate political will and public support for Afghan women's participation in peacebuilding.

OUTPUTS -- Workplan and timeline for series of advocacy interventions and coordination outreach to be implemented by AWN with support of WPG team -Technical assistance as needed on strategic planning, networking, messaging and advocacy

Timeframe -- On-going throughout consultancy

1.2 Coordination of initiatives with all UNIFEM partners and other relevant stakeholders, providing technical support as requested and relevant to work of WP&G.

OUTPUTS -- Coordination strategy with relevant stakeholders, including representatives of GoA, UN, and international actors

Timeframe -- On-going throughout consultancy

2. Capacity building of AWN and UNIFEM Afghanistan's partners in advocacy, in addition to capacity building of WP&G staff.

- Development and implementation of a capacity building work plan in consultation with partners and staff, to be integrated into all advocacy work around women's political participation to ensure effective transfer of skills through duration of contract. This may include, support and implementation of UNIFEM curriculum development/trainings on advocacy, leadership, lobbying, consensus building and other topics as agreed upon by stakeholders and unit management.

OUTPUTS -- Capacity building curricula, workplan, training materials and series of three capacity building workshops

Timeframe -- On-going throughout consultancy

3. Development of strategic communications materials around women's political participation as related to the elections and peacebuilding.

- Development of tools for coalition building and advocacy.

OUTPUTS -- To include, factsheets, talking points, story books, gender score cards, news articles, briefings and other tools to be used by activists in implementing coordinated advocacy strategies.

Timeframe -- On-going throughout consultancy

4. As needed, maintain effective external relations and partnerships around coordinated advocacy for women's increased political participation.

4.1. As needed engage in communications with donors, partners and media (through the Country Director) on women's political participation.

4.2. Support the WP&G unit in the identification of key partners for elections outreach work.

OUTPUTS -- High-level talking points for media, stakeholders, and partners as requested by Country Director Database of WPG key partners and stakeholders for women's political participation

Timeframe -- On-going throughout consultancy

5. Monitoring, evaluation and reporting – overseeing and ensuring monitoring and evaluation through established mechanisms by WP&G programme staff of activities and projects related to strategic communication and advocacy.

OUTPUTS -- Monitoring and Evaluation mechanisms for strategic communications and advocacy work.

Timeframe -- On-going throughout consultancy

6. Preparation of exit report – prepare and submit exit report with recommendations for future sustainable interventions in the area of coalition building, strategic communications and advocacy around women's political participation.

OUTPUTS -- Exit Report.

Timeframe -- One Week.

### **Competencies :**

#### Core Values and Ethics

- Demonstrate cultural sensitivity and able to work in a multi-national environment
- Support the Organization's corporate goal
- Comply with UNIFEM rules, regulations and code of conduct
- Demonstrate integrity

#### Teamwork

- Build effective client relationships and partnerships
- Interact with all levels of staff in the organization
- Excellent interpersonal skills
- Build and share knowledge
- Provide guidance and support to others
- Apply existing knowledge to work
- Make valuable practice contributions

#### Communication

- Excellent oral and written skills

- Listen actively and respond effectively

#### Task Management

- Plan, prioritize and deliver a variety of tasks on time
- Exercise sound judgment/analysis
- Develop creative solutions

#### Learning

- Promote learning environment in the office
- Provide constructive coaching and feedback for others

#### Technical/Functional

- In-depth knowledge of program management and implementation
- Knowledge of UNIFEM business, operations and programming cycle (preferred)

#### **Qualifications :**

- Masters degree in international studies, political science, or gender;
- Minimum 5 years relevant work experience engaging in successful strategic communication and advocacy, with experience working in conflict and post conflict countries;
- Proven leadership skills, including the ability to set priorities, manage time effectively, and contribute to a team environment of respect, recognition, and mutual accountability;
- Experience in training;
- Demonstrated sensitivity, discretion, tact, and courtesy in relation to gender equality and women's rights, development principles and projects, implementing partners, and national and international personnel of varied nationalities and backgrounds;
- Commitment to upholding the organizational values and principles of UNIFEM Afghanistan;
- An understanding of the social, cultural, and political context of Afghanistan and its relation to gender;
- Experience working in issues related to gender and peacebuilding in Afghanistan.
- Excellent English written and oral communication skills;
- Knowledge of Dari or Pashtu would be considered as an asset.

Female candidates are encouraged to apply