United Nations Children's Fund
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CONSULTANCY - TERMS OF REFERENCE

Title: Digital Education Communications and Storytelling Consultant

Division: Global Learning Innovation Hub, UNICEF Office of Innovation, Helsinki, Finland
Duration: 7 months, full time, with the possibility of a 6-month extension (total of 13 months), subject to resource confirmation
Duty Station: Remote/Hybrid

Advertising summary

UNICEF's Global Learning Innovation Hub (LIH) is seeking a communication consultant to oversee external and internal communications and strategically position UNICEF as a leader in transforming education. The consultant will contribute to attracting new partners and keeping existing donors and partners informed of its progress with creative and strategic storytelling.

The successful candidate will be a part of the Global Learning Innovation Hub team based in Finland and will work under the direct supervision of the Partnerships Specialist and in close collaboration with UNICEF Communication teams. The consultant will work remotely and/or in a hybrid modality and is expected to be available during the EET time zone.

Child Safeguarding

Is this project/assignment considered as "Elevated Risk Role" from a child safeguarding perspective? ☐ YES ■ NO

If YES, check all that apply:

Direct contact role ☐ YES ■ NO
If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

Child data role ☐ YES ■ NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

More information is available in the Child Safeguarding SharePoint and Child Safeguarding FAQs and Updates

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UNICEF has a 70-year history of innovating for children. We believe that new approaches, partnerships, and technologies that support the realization of children's rights are key to improving children's lives.

Worldwide, we innovate to tackle the most pressing problems faced by the most vulnerable children. We take a systematic approach to innovation, applying skills and energy across new tools and technologies, products, innovative financing, and new ways of working to boost our impact.

The Global Learning Innovation Hub under the UNICEF Office of Innovation has been established in Helsinki with the mission to radically transform education around the world by making it a wonderful adventure for every child. Working with corporates and non-profit partners, the Learning Innovation Hub supports governments in accelerating access to digital learning; invests from pilot to scale on game- changing edtech innovations and explores how new innovative pedagogies and technologies can create environments where children can learn, unleash their unique talent, and become true entrepreneurs of their life. It has the bold ambition to shape the future of learning now.

To achieve this, UNICEF has a diverse portfolio of digital education initiatives, which includes:

- **The Digital Education Strategy 2025-2030:** Our new strategy aims to use technology to improve learning outcomes and build resilient education systems. It prioritizes the empowerment of teachers, foundational learning, skills development, systems strengthening and thought leadership.
- **EdTech for Good Framework**: A comprehensive tool to evaluate and identify high-quality, safe, and impactful EdTech solutions.
- **Blue Unicorn Portfolio**: An initiative that accelerates and scales proven EdTech solutions with the potential to reach over 100 million children worldwide.
- **The Learning Cabinet**: A public platform that features rigorously reviewed and curated EdTech solutions.
- **Learning Pioneers Programme**: An initiative that upskills UNICEF Country Offices and Ministries of Education in innovative thinking for digital education transformation. It helps countries model and scale impactful EdTech tools from the Blue Unicorn

Portfolio.

- **Tinkering with Tech**: An initiative that aims to demystify AI and machine learning for children and adolescents, especially girls, fostering problem-solving, creativity, and digital fluency.
- **Superstar Teacher Toolbox**: A set of practical resources to empower educators with the skills and confidence to effectively integrate digital tools into their teaching.
- **Gateways to Public Digital Learning**: A partnership with UNESCO to help countries establish and improve public digital learning platforms and content, promoting digital learning as a public good.
- **Accessible Digital Textbooks:** An initiative which leverages AI models to personalize and expand access to learning, particularly for children with disabilities, making learning materials available, affordable, and accessible for all children.

How can you make a difference?

UNICEF's Global Learning Innovation Hub is looking for an experienced communication consultant with strong expertise in innovation, education technology and entrepreneurship. The ideal candidate will also have a deep understanding of the unique complexities of the education sector.

Working in close collaboration with UNICEF Communication teams, the primary role of the Communications Consultant is to ensure consistent and compelling messaging across UNICEF's digital education portfolio, contributing to a shared narrative that positions UNICEF as a global leader in the digital transfromation of education for every child.

Your main responsibilities will be:

- Updating and implementing the communication strategy, in line with UNICEF's Digital Education Strategy 2025-2030, broader mission and objectives;

- Supporting communication around the UNICEF Digital Education Strategy, working with the Education Programme Group;

- Gathering content across various internal and external stakeholder and rightsholder groups and producing effective communication assets, including human interest stories, newsletters, websites, thought pieces, multimedia products (videos, photos), press releases and other advocacy/information materials, in coordination and collaboration with cross-functional teams.

- Developing clear, consistent, and impactful social media posts (including LinkedIn) on UNICEF's digital education work, the Hub and its strategic partnerships and collaborations.

- Coordinating and organizing events, conferences, and other communication-related activities, ensuring comms coverage via photography, videography and producing written content, liaising with partners, suppliers and participants where relevant.

- Copyediting of relevant documents including communication materials, donor proposals, reports and briefing notes,when required.

- Maintaining and regularly updating a communication asset database (Human interest stories, videos, social media assets, publications referencing UNICEF's digital education work globally, press releases and clippings, photographs, audio-visual materials, web resources, etc.)

- Monitoring and analyzing communication activities, assessing their effectiveness, and making recommendations for improvements.

- Coordinating with key stakeholders such as UNICEF National Committee focal points, Education Center of Excellence communication focal points, country offices communication teams, for the production of the newsletter, human interest stories, etc.

Description of assignment

	Deliverables/Outputs	Tasks	Delivery deadline	% of payment/ Estimated combined working days
1	Proposed updates for the current communication strategy and communication assets. Copyedited documents. Social media posts. Event organised.	1. Propose changes for the communication strategy. Suggested structure: a) Background/Situation Analysis, including challenges and opportunities; b) Goals and objectives; c) Target audiences; d) Key Messages; e) Communication Channels and Tools, including a content plan for each channel; f) Timeline, including key events and opportunities to showcase the UNICEF's Digital Education work;	Month 1	15%

		g) M&E plan, including KPIs that will be used to measure the success of the strategy; h) Resources & Budget. 2. Produce and disseminate at least 1 communication asset (human interest stories, newsletters, thought pieces, multimedia products (videos, photos), press releases and other advocacy/information materials) 3. Copyedit at least 1 document. 4. Support the organisation of any sessions held by the Hub at SLUSH and others. 5. Develop at least 2 social media posts (including LinkedIn)		
2	Updated version of the communication strategy, communication assets, social media posts, copyedited documents, event organised; social media posts.	1. Submit updated version of the communication strategy 2. Produce and disseminate at least 4 communication assets (human interest stories, newsletters, thought pieces, multimedia products (videos, photos), press releases and other advocacy/information materials) 3. Copyedit at least 3 documents.	Months 2-3	15%

		4. Coordinate and organize the Hub's session(s) in BETT (and other relevant events). 5. Develop at least 4 key social media posts (including LinkedIn).		
3	Communication assets, copyedited documents, updated communication asset database and social media posts.	1. Produce and disseminate at least 4 communication assets (human interest stories, newsletters, thought pieces, multimedia products (videos, photos), press releases and other advocacy/information materials) 2. Copyedit at least 3 documents. 3. Update the communication asset database. 4. Develop at least 4 social media posts (including Linkedin).	Months 4-5	15%
4	Communication assets, copyedited documents, event organised and social media posts.	1. Produce and disseminate at least 4 communication assets (human interest stories, newsletters, thought pieces, multimedia products (videos, photos), press releases and other advocacy/information materials). 2. Copyedit at least 3 documents. 3. Coordinate and organize the LIH's	Months 6-7	15%

		session(s) at a relevant event (details TBD). 4. Develop at least 4 social media posts (including Linkedin)		
5	Communication assets, copy edited documents and updated communication asset database.	1. Produce and disseminate at least 4 communication assets (human interest stories, newsletters, thought pieces, multimedia products (videos, photos), press releases and other advocacy/information materials). 2. Copyedit at least 3 documents. 3. Update the communication asset database.	Months 7-8	10%
6	Communication assets, copyedited documents and social media posts.	1. Produce and disseminate at least 4 communication assets (human interest stories, newsletters, thought pieces, multimedia products (videos, photos), press releases and other advocacy/information materials) 2. Copyedit at least 3 documents. 3. Develop at least 4 social media posts (including Linkedin).	Months 9-10	15%
7	Communication assets, copyedited documents, event organised, social media posts, updated communication asset	1. Produce and disseminate at least 6 communication assets (human interest stories, newsletters, thought	Months 11-12-13	20%

	database, and short report. Event organised.	pieces, multimedia products (videos, photos), press releases and other advocacy/information materials). 3. Copyedit at least 4 documents. 4. Coordinate and organize the LIH's session(s) in Digital Education Week (or other relevant event). 5. Develop at least 6 social media posts (including Linkedin). 6. Update the Communication Asset Database 7. Support the organisation of any sessions held by the Hub at SLUSH. 7. Short report (5 pages) assessing the effectiveness of the various communication activities conducted and providing insights and recommendations.		
	Total			100%

To qualify as an advocate for every child you will have…

- An advanced university degree (Master's or higher) in communications, media, education, information technology, or another relevant field.
- *A first University Degree in a relevant field combined with 2 additional years of professional experience may be accepted in lieu of an Advanced University Degree.*

- A minimum of 5 years of relevant work experience in communication, content creation, editorial planning and social media management, including planning and implementation.
- Proven ability to write engaging, flawless copy for media on tight deadlines in English including web content.
- Strong interpersonal skills in being able to develop and maintain effective working relations with a diverse range of stakeholders.
- Ability to work independently, be proactive and possess strong organizational skills, with good attention to detail.
- Proven experience in developing engaging visual design assets including presentation decks, infographics and documents.
- Demonstrated experience in supporting and/or managing projects to completion, including developing and implementing clear processes.
- Experience in leading the development and implementation of communication campaigns is an asset.
- Experience in web development is an asset.
- Experience using AI tools to support in developing infographics, videos, and other communication materials is an asset.
- Knowledge of children's rights, public policy, international development and humanitarian issues is an asset.
- Knowledge of technology, education and innovation ecosystems is an asset.
- Experience working with global organizations or development partners on advocacy and visiblity intiatives.
- Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

Travel:

- Trips may be required based on the 2026 work plan. For these trips, the Consultant does not need to include an estimated duty-related travel budget as part ofthe all-inclusive fee. UNICEF will provide the estimated budget for duty-related when the contract is signed and will reimburse the actual costs incurred upon submission of receipts.

Payment details and further considerations

- Payment of professional fees will be based on the submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

How to apply:

- Interest applicant is required to submit a financial proposal with all-inclusive fee. Please see the financial proposal template.

- ∉ Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance
- ∉ **Applications without a financial proposal will not be considered.**

General Terms and Conditions:

Please review UNICEF's General Terms and Conditions for Consultants here for important information regarding contract obligations, including medical insurance, SARS-CoV-2 (Covid-19) vaccination, and income tax requirements.

For every Child, you demonstrate…

UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability (CRITAS).

To view our competency framework, please visit here.

UNICEF is here to serve the world's most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

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 be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

Remarks:

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

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures, and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.