

TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTORS/ CONSULTANTS

PART I		
Title of Assignment	<i>National Consultancy:</i> Support development and execution of a Communication for Development (C4D) strategy and implementation plan for Birth Registration including Mass Child Registration	
Section	Health	
Location	Lilongwe	
Duration	Long-term arrangement contract for an 8-month period of which the consultant will work 120 days during this period	
Start and End Date	From: 1 May 2021	To: 31 December 2021

BACKGROUND

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, 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.

The overall goal of the UNICEF Malawi Country Programme of Cooperation, 2019-2023, is to contribute to the Government of Malawi's efforts to implement and decentralize policies related to children, focusing on the most disadvantaged and deprived, to have their rights progressively respected and fulfilled so they can survive, grow and develop to their full potential in an inclusive and protective society. The country programme is aligned with country and UNICEF regional and global priorities and expected to contribute to the Malawi Growth and Development Strategy (MGDS) III, 2018-2022, and the United Nations Sustainable Development Co-operation Framework (UNSDCF), 2019-2023, while concurrently working toward the achievement of the Sustainable Development Goals (SDGs).

Birth registration is key in securing the right to life, freedom and protection as well as exercising basic rights, claiming entitlements and accessing a range of governmental services. Strengthened identification and authentication can establish a basis for a more effective, inclusive and accountable social protection systems. However, there is an estimated over 8.4 million children under the age of 16 in Malawi that are not registered and much more that do not have a birth certificate. Birth registration is a key national priority for UNICEF's country programme and a key component under Goal Area 3 of UNICEF's Global Strategic Plan.

UNICEF and UNDP have embarked on a joint project to "reduce the gap". Closing this gap through the registration of children with a unique identifier presents an opportunity for Malawi not only to increase the birth registration coverage but also to improve service delivery and evidence-based policy making and programming to realize children's rights to survival, development and protection. In addition, it offers great opportunities to strengthen services in health, nutrition, child protection, social protection and education.

JUSTIFICATION

Universal birth registration provides every child with a birth certificate, an essential legal document required to secure basic human rights to name, identity and nationality. Birth registration certificate is the first step in securing recognition of individuals before the law and safeguarding their human rights and access to basic social services. Having a birth certificate has a number of benefits:

1. As a legal document and proof of age, helps to prevent violations of rights of a child, including child marriage, trafficking, child labour and the use of child soldiers, particularly among vulnerable and marginalized populations.
2. Birth certificate also facilitates access to school, health services and social protection benefits, which reduces vulnerability of children to poverty and risk of exploitation.

A little over 30 per cent of under five children are registered and much less have a birth registration certificate which is a legal document and proof of age. Overall, about 8.4 million children under the age of 16 are not registered at birth which renders close to half of Malawi's population unseen, uncounted and excluded. This affects children's ability to enjoy universal human rights.

The demand for registration services remains low because many people do not know the importance of civil registration for their children and families and the implications that this has for improving access to core government services. This is worsened by low notification rates in health facilities where 90 percent of births take place. In addition to this, there is low demand or collection of birth certificates by the community which means that the majority of those who registered do not have birth certificates.

UNICEF Malawi is therefore seeking to engage a Communications for Development (C4D) consultant to provide technical support to the National Registration Bureau (NRB) to lead in the development of an evidence-based and theory-driven behavioral and social change communication strategy and plan of action focusing on birth registration; and monitoring, evaluation and reporting tools for behavioral and social change/mobilisation communication. The C4D consultant is an advocate for every child and provides technical and operational support to the National Registration Bureau (NRB) and Ministry of Health (MoH) to promote community engagement and participation, and measurable behavioral and social change/mobilization in child registration, requiring the application of technical and theoretical skills.

PURPOSE OF THE ASSIGNMENT

The C4D consultant will support and assist NRB and partners in the designing, planning, implementing, monitoring and evaluation, reporting and documenting of evidence-based, theory-driven behavioral and social change communication strategy and plan of action in support of continuous and mass child registration programming to increase birth registration in Malawi towards universal birth registration.

SCOPE OF WORK/OBJECTIVES

The C4D consultant shall perform the services under the overall guidance and direction of the Child Protection Specialist (Civil Registration and Vital Statistics) in UNICEF Malawi Health Section and technical support and oversight from the UNICEF Malawi Communication for Development Manager.

The C4D consultant is expected to provide technical guidance, operational and coordination support to NRB by administering, implementing, monitoring and/or evaluating a variety of C4D initiatives and activities for continuous and mass child registration. This is to facilitate the management and delivery of results through the NRB and in collaboration with birth registration stakeholders to achieve measurable behavioral and social change resulting in the improvement of children's birth registration.

The C4D consultant is an advocate for every child and provides technical and operational support to NRB and its partners including the Ministries of Health (MoH), Information, Civic Education and National Unity, and Ministry of Gender, Children, Disability and Social Welfare (MoGCDSW) and Ministry of Local Government by administering, executing and implementing a variety of tasks to promote community engagement and participation, and measurable behavioral and social change/mobilization in child registration, requiring the application of technical and theoretical skills.

The C4D consultant will provide strategic information to support MCO's engagement in strategic advocacy with Ministry of Health, Ministry of Education, Science and Technology (MoEST) and other ministries to identify incentives for birth registration and birth certificates.

REPORTING REQUIREMENTS

To whom will the consultant report (supervisory and any other reporting/communication lines):

The consultant shall report to the UNICEG Child Protection Specialist (CRVS) and the C4D Manager and shall share a copy of each completed deliverable with the National Registration Bureau (NRB).

What type of reporting will be expected from the consultant and in what format/style will the submissions of reports/outputs be done:

The consultant shall report as per agreed workplan and deliverables for the assignment which are in the form of reports and other indicated products. Any changes or modifications to the reporting requirements deemed necessary shall be communicated by the Child Protection Specialist in collaboration with the C4D Manager.

How will consultant consult and deliver work and when will reporting be done:

The consultant will work with the National Registration Bureau (NRB) and its partners who will support the review of deliverables while reports and other products shall be submitted to the Child Protection Specialist (CRVS) and the C4D Manager as per the assignment deliverables and submission timelines indicated in the expected deliverables section.

EXPECTED DELIVERABLES

In alignment with the scope of work as described above, the consultant will be expected to perform the following activities and deliverables as per the schedule and estimated dates below:

Task	Deliverable/Outcome (e.g. Inception, progress, final reports, training material, workshop, etc.)	Estimated # of days	Planned Completion date	% of total fee payable
1. Prepare an inception report	Submission of an inception report detailing methodology, workplan and time frame on	10	28 May 2021	7%

Task	Deliverable/Outcome (e.g. Inception, progress, final reports, training material, workshop, etc.)	Estimated # of days	Planned Completion date	% of total fee payable
	how the assignment will be accomplished to be submitted within five (5) days after signing the contract. This should include initial observations on areas for improvement based on the consultant's expertise in curriculum development and understanding of the birth registration context in the country.			
2. Social change communication strategy and implementation plan/plan of action focusing on birth registration	Submission of a social change communication strategy and plan of action with timeframe focusing on both continuous and mass birth registration	20	2 July 2021	20%
3. Monitoring, evaluation framework and reporting tools for behavioral and social change	Submission of monitoring, evaluation framework and multi-level (national, district & community) reporting tools for community engagement and participation and measurable behavioral and social change	15	23 July 2021	7%
4. Monthly monitoring, evaluation and reporting tools for behavioral and social change developed	Submission of monthly monitoring reports community engagement and participation and measurable behavioral and social change (on going up to December 2020)	60 (6x10)	26 November	60%
5. Social change communication strategy and implementation plan executed as planned	Submission of communication strategy and implementation plan execution report	15	17 December	6%
Totals		120 days		100%

However, as the actual starting date may impact the dates estimated in the TOR, the exact timeframes and actual delivery dates will be jointly agreed upon between the consultant and the supervisor upon contract signature.

PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in TOR
- Compliance with the established deadlines for submission of deliverables
- Quality of work
- Demonstration of high standards in cooperation and communication with UNICEF and counterparts
- Diligence and initiative

PAYMENT SCHEDULE

All payments, without exception, will be made upon certification from the supervisor of the contract, of the satisfactory and quality completion of deliverables and upon receipt of the respective and approved invoice.

Travel costs including DSAs will be covered in accordance with UNICEF policy and reimbursed on actual expenditures and upon presentation of original supporting documents.

DESIRED COMPETENCIES, TECHNICAL BACKGROUND AND EXPERIENCE

Academic qualification:

A Master's Degree in the social/behavioural sciences (Sociology, Anthropology, Psychology, Health Education, Health Communication or relevant area) with emphasis on evidence based strategic communication planning for behaviour development, social mobilization, participatory communication, and research, is required.

Work experience:

- Five years of progressively responsible professional work experience in C4D programme/project design, strategy planning, implementation, monitoring, evaluation and administration, with focus on child protection and child registration is required.
- Demonstrated experience in supporting Government and its stakeholders and capacity building is essential.
- Familiarity with UN systems and UNICEF is considered an asset.

Technical skills and knowledge:

- Hands-on experience in application of C4D/SBCC theories, practices, models and messages, with a special focus on an integrated approach to C4D programming in addressing social norms and practices, including gender.
- Demonstrated experience working national Government structures and ability to foster and maintain strong professional relationships at national and district levels.
- Demonstrated experience working with multiple stakeholders (e.g. Government, UN, NGOs etc) and building capacity is essential.

Competencies:

- Hands-on experience in application of C4D/SBCC theories, practices, models and messages, with a special focus on an integrated approach to C4D programming in addressing social norms and practices, including gender.
- Excellent knowledge of current developments in the fields of: communication theory, motivational psychology, adult learning theory, indigenous media, community organization and participation, strategic communication planning, behaviour analysis, formative research and evaluation of communication interventions.
- Good understanding of assessment, provision of technical guidance, facilitation of various knowledge delivery platforms to improve integrated C4D programming in context of child protection and birth registration.
- Knowledge of global developments in child protection, particularly in the area of birth registration, including the application of the equity lens and human rights perspectives to programming.
- Strong knowledge and experience in community engagement and empowerment, in support to integrated programming for child protection and birth registration.

- Technical support to the monitoring and assessment activities: qualitative and quantitative data collection, analysis and interpretation, programme quality assurance and control, financial management.
- Knowledge of and experience in application of innovation for SBCC.
- Excellent knowledge and experience in the methods of communication to clearly and concisely express ideas and concepts in written and oral form and to listen to and acknowledge others' perspectives and views.
- Computer knowledge, skills and practical experience, including internet navigation, network, telecommunications and various office applications.
- Excellent report writing and documentation skills

Languages:

Fluency in English and the local language in Malawi is required.

ADMINISTRATIVE ISSUES

The assignment is open to national professionals and the work will involve working with the National Registration Bureau (NRB) national and district-based staff. The consultant will be based at NRB national offices and will also engage with NRB stakeholders and partners.

UNICEF in liaison with NRB will regularly communicate with the consultant through the Child Protection Specialist (CRVS) and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work.

As per policy on consultants and individual contractors, the consultant will be expected to complete a list of mandatory training, including policies on Prohibiting and Combatting Fraud and Corruption; Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgment. The consultant/individual contractor is requested to complete all the applicable mandatory trainings prior to contract commencement.

The consultant will be required to provide her/his own laptop and health insurance.

CONDITIONS

- The consultancy will be on a long-term arrangement basis over a period of 8 months, however the consultant will only work for 120 days during this contract period.
- The candidate selected will be governed by and subject to UNICEF's General Terms and Conditions for individual contracts.
- No contract may commence unless the contract is signed by both UNICEF and the consultant.
- The consultant will be based at NRB headquarters in Lilongwe with travel within Malawi as required.
- The consultant will be paid an all-inclusive fee (stationary, communication and other miscellaneous expenses) as per the stipulated deliverable and payment schedule.
- The consultant is not entitled to payment for overtime, weekends or public holidays, medical insurance, taxes, and any form of leave.
- Travel expenses for official in-country trips, including living costs, will be covered in accordance with UNICEF's rules and tariffs, by the consultant and reimbursed against actuals, unless otherwise agreed.
- Transport will be provided to the consultant during in-country field travel, if planned and approved.
- No travel should take place without an email travel authorization from section prior to the commencement of the journey from the duty station.

- Standard UNICEF procedures will apply for invoicing and all other financial management requirements set out in the contract.
- Standard penalty clauses will also apply for late and poor-quality deliverables. The supervisor of the contract will provide the consultant with the criteria for the evaluation of the quality of each deliverable.
- Additional details of UNICEF rules, regulations and conditions will be attached to the contract.
- Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- The assignment is an on-site/off-site support.

HOW TO APPLY

Interested consultants should provide the following:

1. Curriculum Vitae
2. Brief technical proposal (no longer than five pages) demonstrating the consultant's understanding of the assignment and approach/methodology to the assignment
3. Financial proposal including a breakdown of their all-inclusive fees (including professional fees, travel, living cost, visa and other costs). Complete the attached form.



Financial
Proposal.xlsx

4. Contact details of at least two referees for similar assignments.
5. Certified references on similar work done in the past five (5) years.