

TERMS OF REFERENCE FOR LOCAL CONSULTANCY

Risk Communication Consultant

Individual Contractor is expected to perform this assignment full-time office based.

Duty Station: Yerevan, Armenia

Supervisor: Communication Specialist

Time-frame: from November 2021 to October 2022 (11,5 months)

Purpose of Activity/Assignment:

Since the onset of the COVID-19 pandemic in Armenia, UNICEF country office launched risk communication activities targeting parents, children and young people, as well as specialists working with children, such as teachers and healthcare professionals to raise awareness about the risks related with the virus, encourage adoption of precautionary measures, advocate for uptake of COVID-19 vaccines and counter misinformation. UNICEF risk communication has also included a focus on mental health, advocacy for continuation of mainstream services for children, tips and expert advice on healthy nutrition and lifestyles, positive parenting, play and continued learning during the pandemic.

With the roll-out of COVID-19 vaccines in Armenia, the scale of infodemic and vaccine hesitancy have grown, which has exacerbated trust in the healthcare institutions. Hence, UNICEF would like to strengthen its capacity and amount of effort in risk communication, community engagement and demand generation. For this, it is crucial to review and generate evidence. In particular, UNICEF plans to support social listening on immunization and COVID-19 in Armenia to map and monitor conversations in an evidence-based manner and to strengthen country capacity on social listening and development of evidence-based social media interventions. This will be tackled in partnership with the Ministry of Health and in strong coordination with the national risk communication working group.

While COVID-19 risk communication is a priority and long-term agenda, from 2021-2022, with funding from USAID, UNICEF will specifically focus on that: COVID-19 vaccines are distributed, given and disposed of safely, a positive enabling environment is developed to reduce opt-out/refusals to vaccination, and that adverse events are identified, investigated and results shared with communities.

To make best use of social listening tools, UNICEF will also generate evidence on key topics and issues of concern for caregivers in Armenia in order to be able to respond to those needs better through its parenting website www.babycef.am.

Scope of Work:

Social listening on immunization, COVID-19, parenting to map and monitor conversations in an evidence-based manner

- Develop and implement risk communication plan for 2021-2022 focusing on COVID-19, immunization, COVID-19 vaccine uptake and positive parenting.
- Develop social listening platform dashboard and consolidate, analyze, and share social media monitoring and rumor tracking data in a systematic and regular manner.
- Ensure good quality data collection, analysis and evaluation and reporting to ensure effective risk communication strategies and planning
- Leverage an online monitoring tool to track misinformation and rumors. Develop a rumor log and rumor management algorithm. Produce regular briefs for UNICEF and Ministry that synthesizes multiple online and offline sources of data, identify signals and trends, describe current narratives, and provide recommendations and guidance.

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- Identify country-specific online influencers across different types of media channels for potential engagement to amplify correct information about COVID-19, COVID-19 vaccines, immunization and parenting.
- Provide insights to the communication and programme teams in order to help them to make informed decisions.

Country capacity on social listening and development of evidence-based digital interventions

- Establish a regular coordination mechanism on social listening and ensure timely information sharing and engagement
- Provide technical assistance on social listening to Ministry of Health and other stakeholders to build country capacity
- Coordinate capacity building initiatives and activities involving previously identified and engaged stakeholders
- Evaluate capacity building efforts and build on that to expand evidence-based digital interventions in the health sector
- Consolidate, analyze, and share social media monitoring and rumor tracking data in a systematic and regular manner.

Crosscutting

- Establish and implemented USAID funded project visibility plan
- Work closely with communication and programme teams to develop tailored content for media and digital channels
- Assist in developing and maintaining close collaboration with potential partners, including mass media, celebrities and influencers, private sector
- Maintain up to date documentation center for social listening and risk communication materials
- Undertake lessons learned review of successful and unsuccessful risk communication experiences

Work Assignment overview Task/Milestone:	Deliverables/ Outputs	Timeline:	Estimate Budget
Social listening on immunization, COVID-19, parenting to map and monitor conversations in an evidence-based manner	<ul style="list-style-type: none"> • Consistent social data analytics and social listening to inform programmes and demand creation • Developed, implemented and measured plan on risk communication • Misinformation tracked and categorized 	2021-2022	Estimated budget will be based on the consultancy fee and available project funding for risk communication and positive parenting
Country capacity on social listening and development of evidence-based digital interventions	UNICEF, MOH, and other stakeholders capacitated in social listening, health misinformation, and development of evidence-based digital interventions		
Establish and implemented USAID funded project visibility plan	Visibility plan established, implemented and measured		
Work closely with communication and programme teams to develop tailored content for media and digital channels	Evidence-based content developed targeting pre-identified group and catering to their information needs		

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Assist in developing and maintaining close collaboration with potential partners, including mass media, celebrities and influencers, private sector	Potential partners identified and engaged in support of UNICEF		
Maintain up to date documentation center for social listening and risk communication materials	Risk communication and project filing ensured and complete		
Undertake lessons learned review of successful and unsuccessful risk communication experiences	Lessons learned documented		
Minimum Qualifications required:		Knowledge/Expertise/Skills required:	
<input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other Enter Disciplines: <ul style="list-style-type: none"> • Bachelor's degree in Social Sciences, Communication/Media or other relevant discipline • 3 years of work experience in sociology or mass communication, including in formulating risk communication messages and developing multimedia communication • Fluency in English; strong skills in Armenian, including editorial and writing 		Work experience: <ul style="list-style-type: none"> • Experience in working with a data/insight role • Strong knowledge of various insight tools and activities, e.g. audience research, digital analysis, etc. • Strong analytical skills, including data analysis • Ability to present technical data and information in an engaging way, • Ability to work both independently and in a team • Strong organizational and planning competencies • High sense of responsibility for timely and quality delivery 	
Terms of the application: The deadline for the submission of applications is 27 October 2021. Applications should include: <ul style="list-style-type: none"> • CV • Financial Proposal <p>All qualified applicants should apply online, using the UNICEF E-Recruitment system and following the online application link.</p> <p>Incomplete applications will not be considered.</p> <p>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.</p>			