**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS**

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| **Title**  Social and Behavioral Change Communication (SBCC) consultant | | **Type of engagement**  Consultant  Individual Contractor Part-Time  Individual Contractor Full-Time | | | | **Duty Station:**  Zambia Country Office | | | |
| **Purpose of Activity/Assignment:**  To support the Ministry of Community Development and Social Services (MCDSS) in the area of SBCC related to poverty/vulnerability and social protection. | | | | | | | | | |
| **Background:**  The Ministry of Community Development and Social Services is responsible for the implementation of a wide range of Zambia’s social protection initiatives, including its flagship Social Cash Transfer (SCT) programme as well as the Public Welfare Assistance Scheme (PWAS). MCDSS is also increasing and strengthening linkages across social protection initiatives as well as between social protection and other sectors, for example through the Single Windows Service Initiative. In addition, MCDSS is at the forefront of implementing Emergency Cash responses for vulnerable populations, including the Drought Emergency Cash Transfer (D-ECT) and the COVID-19 Emergency Cash Transfer (C-ECT).  MCDSS has been able to rapidly expand assistance to vulnerable populations in Zambia. In the past five years only, its SCT programme grew from 500,000 to over 800,000 beneficiary households, from 50 districts to all districts in Zambia, and the monthly transfer value increased from 70 to 150 ZMW. Meanwhile, linkages between social protection programmes and across sectors have been expanding, supporting systems are constantly being strengthened, and the country’s social protection system as a whole is regularly being tested and becoming better equipped to respond to emergencies.  While Government (i.e. the duty bearer) has thus made huge strides in expanding social protection and is learning lessons on how social protection works best on an ongoing basis, it is important that this change in social protection supply and understanding is accompanied by an equal increase in understanding of the concept of social protection and its rights-based nature both on the supply and on the demand-side (i.e. by the rightsholder). For social protection to work best, it is crucial that all stakeholders are fully informed and understand their rights and duties, are able to fully grasp the implications of new developments in the sector and that rightsholders can hold Government accountable. Moreover, it also requires that myths surrounding the provision of social protection be clarified and stigma removed. To achieve this, the expansion of social protection must be accompanied by continuous Social and Behavioral Change Communication (SBCC) to engage families in improving positive change in child outcomes, and in dismantling social and structural drivers of undesired behaviours through change in family practices.  **Scope:**  The SBCC consultant is expected to strategically invest in institutionalizing mechanisms within the ministry for building of trust and transformation, and by building community capacities for analysis and problem solving. The COVID-19 pandemic has exacerbated issues related to GBV, malnutrition and disability and SBCC is an important component for ensuring that engagement of affected people is fully and systematically integrated within humanitarian responses through systematic communication and feedback mechanisms. Therefore, the SBCC consultant will support MCDSS in the area of SBCC to all their target audiences, including beneficiaries, the general public and other stakeholders. The SBCC consultant will facilitate a broad and inclusive discourse on poverty and vulnerability, inclusive social protection, its impact, as well as opportunities and challenges, including but not limited to the Ministry’s social protection work. The SBCC consultant will also support MCDSS in addressing myths and stigma surrounding poverty and the provision of social protection, thereby ensuring that communities and other stakeholders gradually become better informed on social protection and its ability to contribute to a more effective, efficient and sustainable response to poverty and vulnerability in Zambia.  **Objectives**:  This consultant will help MCDSS to work towards the following objectives:   * dialogue with all stakeholders around poverty, vulnerability and social protection. * enhance duty bearers’ and rights-holders’ understanding of their duties and rights with respect to social protection. * demystify stubborn myths surrounding social protection. * remove stigma surrounding social protection. * strengthen the understanding of existing social protection programmes under its wings among all stakeholders, including at the community level. * enhance its agility to support changes at the policy and programme level with the appropriate SBCC measures required to ensure that all stakeholders are on board.   **Description of the assignment:**  To achieve this, the SBCC consultant will provide everyday support to MCDSS as follows:   * Support capacity needs assessment in the area of SBCC at MCDSS, partner and community level and assess available resources. * Conduct rapid/formative assessment among beneficiary families of social protection, poverty and vulnerability, as well as cross-cutting themes identified (e.g. nutrition, ECD, gender, disability and COVID-19) to inform the SBCC strategy. * Develop and validate a communication and SBCC strategy as well as an implementation and monitoring plan. * Develop and pre-test SBCC package (messages, multi-media and training materials) for key target groups based on the SBCC strategy. * Plan and execute capacity building initiatives for MCDSS staff and partners based SBCC strategy and package. * Develop a mentorship programme tool for MCDSS staff to support SBCC strategies in MCDSS social protection programmes with focus on nutrition, disability, and COVID-19 among others. * Support the implementation and monitoring of Communication and SBCC Strategy. * Support the SBCC activities of the SCT unit related to nutrition, gender, disability and shock-responsive social protection pilot programmes.   **Reporting lines:**  The consultancy will be managed by UNICEF Zambia’s Social Policy and Research section and will collaborate with the Director Social Welfare in the Ministry of Community Development and Social Services (MCDSS).  The Individual Contractor will be based at MCDSS on a full-time basis, following GRZ working hours. Communication and reporting is required on regular basis to the UNICEF Chief Social Policy and Research. The Director-Social Welfare will be in close contact with the consultant throughout.  The MCDSS will facilitate the integration of the Individual Contractor through provision of desk space within the Ministry. The MCDSS will provide guidance on how the Individual Contractor will best undertake his/her work through availing information on the working structures and environment at the district level. It is expected that the Individual Contractor will effectively engage with the stakeholders and government officials at HQ, provincial and district level, as well as other stakeholders outside of the Ministry as appropriate.  The Individual Contractor is required for a period of 11 months and will be based in Lusaka at the Ministry of Community Development and Social Services in the Cash Transfer Unit.  DSA for travel outside of Lusaka will be covered by UNICEF at the applicable rates. | | | | | | | | | |
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| **Child Safeguarding**  Is this project/assignment considered as “[Elevated Risk Role](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Guidance%20on%20Identifying%20Elevated%20Risk%20Roles_finalversion.pdf?CT=1590792470221&OR=ItemsView)” 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](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/SitePages/Amendments-to-the-Recruitment-Guidance.aspx) and [Child Safeguarding FAQs and Updates](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Child%20Safeguarding%20FAQs%20and%20Updates%20Dec%202020.pdf) | | | | | | | | | |
| **Consultant sourcing:**  National  International  Both  **Consultant selection method:**  Competitive Selection (Roster)  Competitive Selection (Advertisement/Desk Review/Interview) | | | | **Request for:**  New SSA – Individual Contract  Extension/ Amendment | | | | |
| **If Extension, Justification for extension: n/a** | | | |  | | | | |
| **Supervisor:** *Daniel Kumitz* | **Start Date:** *21.02.2022* | | **End Date:** *20.01.2022* | | | | **Number of Days (working)** *231* | |
| **Work Assignment Overview** | | | | | | | | | |
| Tasks/Milestone: | | Deliverables/Outputs: | | | Timeline | | | Est. budget | |
| 1. Hold initial discussions with MCDSS colleagues as well as all other relevant stakeholders to kick off the assignment and clarify expectations of all parties. | | Inception report including Gantt chart covering the timespan of the consultancy. | | | 20.03.2022 | | | 30,000 ZMW | |
| 2. Conduct capacity needs assessment in the area of SBCC at MCDSS, partner and community level, assess available resources and identify gaps. | | Report on the status of SBCC capacity, available resources, and gaps as well as areas for improvement, including a set of recommendations. | | | 20.04.2022 | | | 30,000 ZMW | |
| 3. Conduct rapid/formative assessment among beneficiary families of social protection, poverty and vulnerability, as well as cross-cutting themes identified (e.g. nutrition, ECD, gender, disability and COVID-19) to inform the SBCC strategy. | | Report on SBCC rapid/formative assessment among beneficiary families, including a set of recommendations. | | | 20.05.2022 | | | 30,000 ZMW | |
| 4. Develop a draft SBCC strategy | | Draft SBCC strategy | | | 20.06.2022 | | | 30,000 ZMW | |
| 5. Finalize SBCC package and draft SBCC package | | Final SBCC strategy and draft SBCC package | | | 20.07.2022 | | | 30,000 ZMW | |
| 6. Test SBCC package | | Report on results of SBCC package testing | | | 20.08.2022 | | | 30,000 ZMW | |
| 7. Finalize SBCC package and develop capacity building planning | | Final SBCC package and capacity building plan | | | 20.09.2022 | | | 30,000 ZMW | |
| 8. Capacity build MCDSS staff and partners. | | Report on capacity building | | | 20.10.2022 | | | 30,000 ZMW | |
| 9. Develop a mentorship programme tool for MCDSS staff to support SBCC strategies in MCDSS social protection programmes with focus on nutrition, disability, and COVID-19 among others | | Draft mentorship programme tool | | | 20.11.2022 | | | 30,000 ZMW | |
| 10. Support the kick-off of the implementation of the SBCC Strategy. | | Report on observations made during kick-off of implementation of the SBCC strategy. | | | 20.11.2022 | | | 30,000 ZMW | |
| 11. Final report on the consultancy | | Final report on the consultancy | | | 20.01.2022 | | | 30,000 ZMW | |
| **Minimum Qualifications required:** | | **Knowledge/Expertise/Skills required:** | | | | | | | | |
| Bachelors  Masters  PhD  Other  Bachelor’s Degree in one of the following fields is required: Social and Behavioural Science, Sociology, Psychology, Communication, Public Relations or any other relevant technical field. | | * At least 3 years of experience in communication for behavioral change or related communication. * Demonstrated understanding of the concepts of poverty, vulnerability and social protection and of the implementation of related policies. * Experience in interacting with community-level stakeholders. * Experience in fostering open dialogue, building trust and engaging key stakeholders. * Understanding of the development context in Zambia * Demonstrated ability to deliver quality results within strict deadlines. * Experience in working with Government is an advantage * Knowledge of local language(s) is an advantage. * Excellent command of the English language (listening, writing, speaking). | | | | | | | | |
| **Administrative details:**  Visa assistance required:  Transportation arranged by the office: | | Home Based  Office Based:  If office based, seating arrangement identified:  IT and Communication equipment required:  Internet access required:  Note: the consultant will be stationed at the MCDSS. | | | | | | | | |
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