

TERMS OF REFERENCE

Artificial Intelligence Communication Consultant

CONTRACT MODALITY Individual Consultancy

DUTY STATION Valencia, Spain (remote)

DURATION OF CONTRACT 12 months

Purpose of Assignment

UNICEF, the United Nations Children’s Fund, operates globally to protect children’s rights and ensure their well-being. Central to this mission is the Digital Impact Division (DID), which leverages digital innovation and technology to create a safer, more equitable future for every child. DID plays a pivotal role in bridging the digital divide, fostering innovation, and implementing resilient digital solutions that support UNICEF’s programs and operations worldwide. Through strategic partnerships and the responsible use of emerging technologies, DID ensures that digital advancements benefit children safely and inclusively. To enhance internal visibility and understanding of DID’s work, we aim to develop and implement cutting-edge communication strategies that promote the division’s initiatives, increase awareness of its impact, and foster stakeholder engagement. These strategies will ensure that DID’s contributions to UNICEF’s mission are effectively communicated, recognized, and amplified across the organization.

Scope of Work

Reporting to the UNICEF Communication Lead of DID, the consultant will collaborate closely with Chief AI to deliver impactful communication activities. The role requires exceptional communication skills, strategic thinking, and creativity to ensure timely and effective information sharing.

Key Responsibilities

- 1. Develop and manage AI communication content.** Produce clear, accessible, and brand aligned communication materials on AI, including articles, key messages, reports, social posts, video scripts, and presentations.
- 2. Implement the AI communication plan.** Support the development and execution of DID’s internal/external communication plan in close collaboration with the Chief AI.
- 3. Strengthen audience understanding.** Create and maintain an AI glossary and stakeholder map to ensure the right messages reach the right audiences through appropriate channels.
- 4. Support events and workshops.** Prepare communication inputs, briefing notes, and assets for internal and external AI workshops, conferences, and sessions.
- 5. Ensure coordination and quality.** Work across teams to align messaging, verify technical accuracy, and maintain high editorial and brand standards.
- 6. Monitor and refine communication efforts.** Track content performance and audience feedback to continuously improve communication approaches and outputs.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline (in weeks/months) and input days to complete the deliverable

Comms planning	<p>Dev1: AI communication plan. By end of Month 2, deliver 1 validated and finalized communications plan covering internal and external audiences, developed in collaboration with Chief of AI, comprising strategy, target audiences, channels, messaging framework, and KPIs.</p>	<p>14 July 2026 14 October 2026 End of Month 2, 5 – Days/month = 10 days</p>
Comms plan maintenance	<p>Dev2: Up-to-date AI communication plan. Deliver 1 updated version of the comms plan reflecting new priorities, lessons learned, and stakeholder feedback, as well as results.</p>	<p>14 September 2026 13 November 2026 14 January 2027 15 March 2027 14 May 2027 Every 2 months 5 cycles x 2 days = 10 days. Month 4, 6, 8, 10, 12.</p>
Asset production	<p>Dev 3: Content 52 pieces for internal/external use. Produce and publish 2 content pieces for internal and/external audiences (articles, quick lines, reports, social media posts, video scripts, features). Each piece drafted and reviewed, and published within the cycle.</p>	<p>29 May 2026 12 June 2026 26 June 2026 10 July 2026 24 July 2026 7 August 2026 21 August 2026 04 September 2026 18 September 2026 2 October 2026 16 October 2026 30 October 2026 13 November 2026 27 November 2026 11 December 2026 24 December 2026 08 January 2027 22 January 2027 05 February 2027 12 February 2027 26 February 2027 12 March 2027 26 March 2026 09 April 2026 23 April 2026 7 May 2026 Every 2 weeks 26 cycles x 4 days = 104 days.</p>
Narrative coherence	<p>Dev4: Up-to-date AI key messages. Deliver 1 updated set of AI-related key messages aligned with current organizational priorities, reviewed</p>	<p>15 June 2026 14 September 2026 13 November 2026 14 January 2027 15 March 2027 14 May 2027</p>

	and validated by key stakeholders incl DGCA advocacy teams.	Every 2 months 6 cycles x 3 days = 18 days. Month 2, 4, 6, 8, 10, 12.
Event planning	Dev5: AI workshop support. Deliver planning, preparation, and implementation support for 1 AI-related workshop or conference (internal or external), including briefing notes, KMs, promotional activities, and logistics coordination.	15 June 2026 14 September 2026 13 November 2026 14 January 2027 15 March 2027 14 May 2027 Every 2 months 6 cycles x 4 days=24 days. Month 2, 4, 6, 8, 10, 12.
Channel management	Dev 6: Updated Version of the “AI at UNICEF” SharePoint Site. Deliver 1 updated version of the AI at UNICEF Sharepoint site, including content updates, analytics review, and glossary maintenance.	29 May 2026 12 June 2026 26 June 2026 10 July 2026 24 July 2026 7 August 2026 04 September 2026 18 September 2026 2 October 2026 16 October 2026 30 October 2026 13 November 2026 27 November 2026 11 December 2026 24 December 2026 08 January 2027 22 January 2027 05 February 2027 12 February 2027 26 February 2027 12 March 2027 26 March 2026 09 April 2026 23 April 2026 7 May 2026 Every 2 weeks 25 cycles x 4 days=100 days.

Payment Schedule:

Payment will be made on submission and acceptance of 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.

Important Notes

- 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 for ensuring that the health insurance (and visa if applicable) 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.
- UNICEF offers reasonable accommodation for consultants 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.

QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Minimum requirements:

- Education: Bachelor's degree in communication, journalism, public relations.
- Work Experience: minimum 5 years of relevant experience in communications or media engagement, ideally within UNICEF or the UN system.
- Skills:
 - Knowledge of UNICEF's AI-related initiatives and digital technology work, and ability to translate technical AI topics into clear messaging.
 - Proficiency in multimedia and video editing, including creation of short-form digital content.
- Language Requirements: Fluency in English writing and editing skills, with strong ability to produce high-quality content for multiple audiences.

Desirables:

- Videography skills (filming and basic production) are a strong asset.
- Other UN language (e.g. Spanish, French, Arabic) is an asset.