**UNICEF Moldova**

**Terms of Reference**

**National Individual Contractor on Promotion of Bebbo App Moldova**

**Location:** Chisinau, combined office-based and remote work (subject to the epidemiological situation)

**Duration and timeline:** September 2022 – September 2023 (11.5 months) with the possibility of extension.

1. **Background**

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does – in programs, advocacy, and in operations. UNICEF’s work in early childhood development (ECD) recognizes that every growing child needs nurturing care, good health, optimal nutrition, and a stimulating and safe environment that offers plenty of support for early learning.

According to the Knowledge, Attitudes, and Practices (KAP) study, conducted by UNICEF Moldova in 2018, reading to children under 7 years old, is constantly performed by only 35.2% of caregivers). In most cases, the mother is the person most often playing with the child (69.7%). The involvement of fathers in this respect is minimal, only in 6.3% of cases this activity is performed by the child’s father. Every growing child needs nurturing care, good health, optimal nutrition, and a stimulating and safe environment that offers support for early learning.

To ensure the best start for their children, all families need support, moreover vulnerable families, who face poverty, disability, or social exclusion. The regional office ECD team launched a Parenting App – ‘Parenting Buddy – Bebbo’ in October 2021. Parent buddy is UNICEF’s new mobile app designed to reach and support parents of children, aged 0-6 years, with comprehensive, evidence-based information and interactive tools to cover a wide range of children’s health and development. The App is a ‘one-stop shop for parents and caregivers, covering: health; nutrition and breastfeeding; early learning; responsive parenting; protection and safety, and wellbeing of parents. The Bebbo application empowers parents to be able to make opportune and right decisions and encourages parents’ daily engagement in activities that support child development, covering all domains of early childhood development. The launch of Bebbo App in Moldova is expected for October 2022.

UNICEF Moldova’s overall target is to drive 50,000 parents and caregivers to download and regularly use the Bebbo application to support their child's optimal development in the first year of the launch. The overall communication objective in Moldova is to raise awareness of why parenting matters in early childhood, promote Bebbo as a tool to help parents give their children the best start in life by providing them a one-stop-shop of information, tips, and resources, and motivate parents and caregivers to download the App by promoting the benefits of the tool. This will be achieved through reaching parents and caregivers of children aged 0-6 with messages on why it matters, what Bebbo is all about, and the benefits of the Bebbo App.

1. **Purpose of the assignment**

The individual contractor will be responsible for designing and implementing a communication campaign on promotion of Bebbo App, as well as support application integration into Early Childhood Development programming.

1. **Objectives of the consultancy**

**The contractor will:**

* Develop a communication/strategic plan for promotion of Bebbo App in Moldova and ensure its implementation of it;
* Elaborate a ToR for contracting a company that will ensure the production of visibility materials;
* Participate at regional meetings and report about the activities and achievements regarding the Bebbo App;
* Coordinate, review, provide quality control, and endorse the communication activities/products developed by the Contracted Company, under the supervision and based on the guidance from the Early Childhood Development (ECD) Officer and the Communication Officer;
* Develop articles, human interest stories, press releases, and photo and video spots related to the promotion of Bebbo App, with the support of Education Officer, pitch them to journalists and partners;
* Coordinate and collaborate with national stakeholders: NGOs, central and local authorities, private sector, influencers, and all relevant actors to promote the Bebbo App;
* Support the organization of training/public events with health care providers and educators to familiarize parents with Bebbo App;
* Support in the organization of public events related to the launch of Bebbo App in Moldova. Coordinate the logistical support to ensure proper visibility at events (banners, logos, stickers, speaker cards, talking points, press-release, etc.);
* Timely produce and post relevant digital materials (social media posts, pictures, infographics, designed frames, etc) for UNICEF Moldova Digital platforms (website, Facebook, Twitter, Instagram) and partner’s platforms;
* Organize digital campaigns (google platforms and social media: Facebook Ads, Instagram Ads, Google Ads etc) in order to raise public awareness and increase app downloads;
* Provide weekly campaign monitoring reports including media reach, number of downloads, public response and feedback, and emerging issues and institute remedial action to address emerging issues that can negatively impact the quality and effectiveness of the campaign;
* Provide a comprehensive end-of-campaign report including achievements, results, challenges, lessons learned, and recommendations;
* Perform other related tasks, at the request of the supervisor;
* Develop Monthly progress reports.

The specialist will work closely with UNICEF Education section and Communication team, that will provide guidance and feedback in the implementation of the communication campaign. All content would need the approval from the Early Childhood Development Officer and Communication Officer.

The assignment envisages a full-time engagement from the incumbent, with the expectation of approx. 20-23 full working days per month.

1. **Deliverables and delivery dates**

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| **ACTIVITY** | **DELIVERABLES / TIMELINES** |
| Develop a communication/strategic plan for promotion of Bebbo App in Moldova and ensure the implementation of it | 1 per project, during the first month of the assignment - with relevant further adjustments |
| Elaborate a ToR for contracting a company that will ensure the production of visibility materials | 1 per project, during the first two months from the start of the assignment- with relevant further adjustments |
| Participate at regional meetings and report on activities and achievements regarding the Bebbo App | One per week |
| Coordinate, review, provide quality control, and endorse the communication activities/products developed by the Contracted Company, under the supervision and based on the guidance from the Education Officer and the regional coordinator | On a regular basis throughout the contract period |
| Develop articles, human interest stories, press releases, and photo and video spots related to the promotion of Bebbo App, with the support of the Education Officer, pitch them to journalists and partners | At least 2 per month for each of them |
| Organize digital campaigns (google platforms and social media: Facebook Ads, Instagram Ads , Google Ads etc) in order to raise public awareness and reach 50.000 app downloads | On a regular basis throughout the contract period |
| Coordinate and collaborate with partners, NGOs, central and local authorities, private sector influencers, and all relevant actors to promote the Bebbo App | On a regular basis throughout the contract period |
| Support the organization of trainings/public events with health care providers and educators to familiarize parents with Bebbo App | At least 10 during the contract |
| Support in the organization of public event related to the launch of Bebbo App in Moldova. Coordinate the logistical support to ensure proper visibility at events (banners, logos, stickers, speaker cards, talking points, press-release etc.) | 1 Launch event |
| Timely produce and post relevant digital materials (social media posts, pictures, infographics, designed frames, etc) for UNICEF Moldova Digital platforms (website, Facebook, Twitter, Instagram) and partner’s platforms | 2 media posts per week, at least 8 per month |
| Provide weekly campaign monitoring reports including media reach, number of downloads, public response and feedback, and emerging issues, and institute remedial action to address emerging issues that can negatively impact the quality and effectiveness of the campaign | 1 per week |
| Provide a comprehensive end-of-campaign report including achievements, results, challenges, lessons learned and recommendations | 1 report |
| Perform other related tasks, at the request of the supervisor | As requested by the supervisor |
| Develop Monthly progress reports | 1 per month |

*\* Exact deadlines will be mutually agreed upon contract signature.*

1. **Reporting requirements and supervisory arrangements**

The contractor will report to UNICEF Early Childhood Development Officer and Communication Officer, who will regularly communicate with the contractor and provide feedback and guidance on his/her performance and all other necessary support so as to achieve the objectives of the consultancy, as well as remain aware of any upcoming issues related to contractor’s performance and quality of work.

The contractor is expected to develop weekly reports and monthly work plan reports (Microsoft Word format) in English.

1. **Performance indicators for the evaluation of results:**

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

* Completion of tasks specified in ToR;
* Completion of the monthly workplan activities;
* Compliance with the established deadlines for submission of deliverables;
* Quality of work;
* Flexibility in responding to the needs of the organization;
* Initiative and creativity in delivering the results.

1. **Qualifications and experience**

* University degree in Communications, Marketing, Journalism, Public Relations, or equivalent professional work experience in the communication or marketing area, combined with a university degree in a related field;
* Two years of practical professional work experience in communication, marketing, or interactive digital media, including SMM, content creation, and digital promotion campaigns is required;
* Fluency in Romanian. Professional knowledge of English and Russian;
* Proven ability to effectively manage relationships with media representatives, organize public events and write clear and concise communication materials;
* Previous work experience with the UN and other development organizations is an advantage;
* Knowledge of photo/video editing, design, and layout tools (i.e Canva, Adobe Rush etc).

1. **Content of technical proposal**

* Curriculum Vitae;
* Cover Letter, outlining relevant experience with similar types of assignments (max 300 words).

Annex:

* Short sample or links to related work previously conducted by the Contractor;
* Relevant academic credentials (diplomas, certificates).

1. **Content of financial proposal**

The financial proposal shall specify an all-inclusive monthly fee in MDL requested for the tasks described in the present ToR, based on the full-time work schedule envisaged. The payments will be rendered based on the monthly reports on performed duties and implemented activities.

The final selection will be based on the principle of “best value for money” i.e. achieving desired outcome at lowest possible fee.

If not provided by ToR, UNICEF will not reimburse costs not directly related to the assignment. This contract does not allow payment of medical insurance, taxes, and sick leave.

1. **Evaluation criteria for selection**

The specialist is expected to reflect in the application the qualifications/ knowledge/ experience related to the qualifications and tasks above. Evaluation will be performed through a desk review of applications. The selection will be based on the principle of the best value for money among the technically qualified candidates.

The total amount of points to be allocated for the price component is 30. The maximum number of points (30) will be allotted to the lowest price proposal of a technically qualified offer. Points for other offers will be calculated as Points (x) = (lowest offer/ offer x) \* 30.

The selection process is aimed at selecting the applicant who obtains the highest cumulative score (technical evaluation + financial offer evaluation points) following “best value for money” principle.

1. **Payment schedule**

The payments will be rendered on a monthly basis, as per the agreed fee and consistent to the numbers of days worked, after approval of deliverables reflected in the contract and, subsequently, as approved and reflected in the monthly task schedules, in line with the specifications of the p.5 above.

All deliverables must be timely submitted, in line with the agreed timeliness’ of the monthly priority schedules, as specified under point 5 above. Monthly reports must be approved in writing by UNICEF before payment is effectuated.

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, not delivered for failure to meet deadlines.

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| Deliverable  (delivered according to the timeline agreed upon with UNICEF) | Proportion of payment |
| September 2022 | Monthly fee payable at the end of September 2022 |
| October 2022 | Monthly fee payable at the end of October 2022 |
| November 2022 | Monthly fee payable at the end of November 2022 |
| December 2022 | Monthly fee payable at the end of December 20212 |
| January 2023 | Monthly fee payable at the end of January 2023 |
| March 2023 | Monthly fee payable at the end of March 2023 |
| April 2023 | Monthly fee payable at the end of April 2023 |
| May 2023 | Monthly fee payable at the end of May 2023 |
| June 2023 | Monthly fee payable at the end of June 2023 |
| July 2023 | Monthly fee payable at the end of July 2023 |
| August 2023 | Monthly fee payable at the end of August 2023 |
| September 2023 | Monthly fee payable at the end of September 2023 |

1. **Work arrangement and official travel involved**

The contract implies remote/home-based work, in combination with office-based work, depending on the epidemiological situation in the country.

The Individual Contractor will be entitled to Paid Time Off (PTO) credit at the rate of one-half days (1.5 days) for each full month of service, to be credited on the last calendar day of the month.

The contractor will be expected to attend media and other events, as well as the meetings of the communication team and other relevant meetings.

1. **Support provided by UNICEF**

The specialist will receive policy papers, rules, regulations and other information materials necessary for performing the required tasks.

1. **Ethical considerations**

The Contractor will ensure that the process is in line with the United Nations Evaluation Group (UNEG) Ethical Guidelines. The Contractor should be sensitive to beliefs, manners, and customs and act with integrity and honesty while interacting with stakeholders and beneficiaries. Furthermore, the Contractor should protect the anonymity and confidentiality of individual information. All participants should be informed about the context and purpose of the Assessment, as well as about the confidentiality of the information shared. The Contractor is allowed to use documents and information provided only for the tasks related to these terms of reference.

As per the [DHR PROCEDURE ON CONTRACTORS AND INDIVIDUAL CONTRACTORS](https://unicef.sharepoint.com/sites/portals/RF/Regulatory%20Framework%20Library/DHR%20Procedure%20on%20Consultants%20-%20DHR_PROCEDURE_2018_005.pdf), together with the Notification letter, the contractor will be sent the [link on Agora](https://agora.unicef.org/course/view.php?id=15620) containing UNICEF 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 selected candidate must complete the applicable mandatory online courses on UNICEF’s learning platform prior to signature of the contract.  All certificates should be presented as part of the contract.

1. **Other considerations**

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 (if 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, program 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.

1. **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**      

1. **Copyrights & utilization rights:**

The copyright and the right of utilization of all information materials will belong to UNICEF Moldova. All outputs remain exclusive property of UNICEF and must not be retained, shared or disclosed in any manner with third parties, except when authorized by UNICEF.