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TERMS OF REFERENCE

International Consultant -Provide specialized technical support to TASAF to design, operationalize, and institutionalize Social and Behavioral Change (SBC) under PSSN III (Imarisha Kaya).

CONTRACT MODALITY:	**Individual Consultancy (International)**
DUTY STATION:	**Social Policy and Research, Dar Es Salaam, Tanzania**
DURATION OF CONTRACT:	**9 months (remote + missions)**

Purpose of Assignment

To provide technical assistance to TASAF in the design, operationalization, capacity-building, and rollout of an integrated Social and Behaviour Change strategy for PSSN III (Imarisha Kaya), including:

1. Development of the Community Sessions Manual/Guide

2. Integration of nutrition (life cycle), responsive caregiving, early learning, adolescent and youth development content

3. Design of a three-year Beneficiary Journey Map

4. Development of training and rollout plans

5. Support for social marketing and behavior change communication strategies

6. Development of monitoring and implementation support tools

The assignment is designed as a single, integrated package of technical support to strengthen the implementation of Imarisha Kaya through a coherent Social and Behaviour Change (SBC) system.

At its core, the Community Sessions Manual/Guide will serve as the primary delivery platform through which key programme behavioral messages and interventions on nutrition (across life cycle), responsive caregiving, early learning, adolescent and youth development, economic inclusion, climate resilience, gender equality, and disability inclusion are delivered to beneficiary households through community sessions and related programme structures.

The three-Year Beneficiary Journey Map will complement and reinforce the manual by illustrating the sequence of programme experiences, milestones, and behavioral transitions that households are expected to navigate over the course of participation in PSSN III. The Journey Map will inform the design and sequencing of community session content, while the manual will operationalize the behavioral objectives and engagement opportunities identified along the beneficiary pathway.

The capacity-building, social marketing, and monitoring components will support the effective implementation of both tools. Capacity-building activities will equip TASAF staff and facilitators to deliver the manual and use the journey map as a beneficiary engagement tool. Monitoring and implementation support will track the quality, reach, and effectiveness of these interventions, while social marketing and communication activities will reinforce key behaviors and messages beyond community sessions. Together, these elements will form a unified

SBC approach that supports beneficiaries throughout their journey from enrolment to improved resilience, livelihoods, and human capital outcomes. (Make use to the Stawisha Maisha – toolkits and products of PSSN II programme)

Scope of Work

The Government of Tanzania is implementing the third phase of the Productive Social Safety Net Programme (PSSN III) as a flagship initiative under the national social protection agenda. As a Union programme, PSSN III is being implemented in both Mainland Tanzania and Zanzibar to expand social protection coverage, improve livelihoods, and strengthen adaptive social protection systems.

The programme will reach approximately 575,000 extremely poor and vulnerable households, selected based on poverty, climate vulnerability, and other socio-economic criteria. Around 500,000 households will receive Productive Cash Transfers (PCT) combined with Basic Economic Inclusion (BEI) interventions, with women prioritized as direct beneficiaries wherever possible. An additional 100,000 households, including approximately 10,000 youth, will benefit from Enhanced Economic Inclusion (EEI) support.
PSSN III aims to:

- Increase productivity and access better employment opportunities.
- Promote savings, consumption smoothing, and climate-resilient livelihoods.
- Strengthen human capital development.
- Enhance resilience to climate-related and other shocks.

All beneficiary households will receive an unconditional cash transfer, complemented by top-up benefits based on household composition and vulnerability. Additional support will be provided for children, adolescents, persons with disabilities, pregnant women, and young children to promote improved nutrition, health, and human capital outcomes.

A key component of PSSN III Imarisha Kaya, which combines cash assistance with mandatory quarterly community sessions that promote positive behaviors and resilience. Topics include maternal and child health, nutrition, climate adaptation, financial and digital literacy, gender-based violence prevention, food security, and sustainable livelihoods.

PSSN III will pilot a youth-focused economic inclusion package targeting approximately 10,000 young people through two pathways:

- Participation in the standard economic inclusion model, including savings groups and livelihood support.
- Enrolment in accredited Technical and Vocational Education and Training (TVET) programmes, coupled with productive grants of up to TZS 500,000 to support business start-up activities and acquisition of productive assets.

UNICEF is planning to support TASAF to strengthen the social and behavior change dimensions of Imarisha Kaya, with a particular focus on: Nutrition (across the life cycle) and infant and young child feeding; Responsive caregiving and parenting; Early childhood development and learning; Adolescent and youth development; economic inclusion; Social marketing and behavior change communication

To support implementation, UNICEF seeks an international consultant to provide technical assistance in designing and operationalizing an integrated SBC strategy and related implementation tools.

Specific Tasks

1. Design of the Integrated Community Sessions Manual/Guide and First Foods Africa Implementation Framework
The consultant will lead the development of an integrated Community Sessions Manual/Guide as the main Social and Behaviour Change (SBC) delivery platform for Imarisha Kaya.

- Building existing PSSN SBC frameworks Including the Stawisha Maisha (toolkit and materials), programme

documents, tools, and communication materials, the consultant will refine behavioral pathways and outcomes under PSSN III and align them with the programme Theory of Change.

- The manual will provide a structured sequence of community sessions covering nutrition. It will integrate nutrition (across life cycle), Infant and Young Child Feeding (IYCF), First Foods Africa priorities, responsive caregiving, parenting, early stimulation, and early learning.
- The consultant will also develop a First Foods Africa implementation framework for Imarisha Kaya, detailing delivery modalities, partnerships, implementation arrangements, timelines, and milestones.
- Drawing on lessons from Ujana Salama and related youth programmes, the manual will incorporate adolescent- and youth-responsive approaches, including life skills, financial literacy, entrepreneurship, education and TVET pathways, mentorship, referral systems, and participation in savings groups and economic inclusion activities. Recommendations will strengthen adolescent engagement within the Enhanced Economic Inclusion (EEI) component. It will be accompanied by facilitator guidance and practical recommendations for delivery through community sessions, savings groups, and other programme platforms.

2. Development of the Three-Year Beneficiary Journey Map

The consultant will develop a beneficiary journey framework illustrating households' progression through the three-year Imarisha Kaya programme cycle.

- This will include reviewing programme documents, refining behavioral pathways within the PSSN III Theory of Change, consulting TASAF and key stakeholders, and engaging beneficiaries to understand motivations, challenges, decisions, and behavioral drivers.
- Designed to complement the Community Sessions Manual, the Journey Map will align session content, behavior change objectives, and programme milestones with beneficiary experiences. It will identify key touchpoints from enrolment through community sessions, savings groups, economic inclusion interventions, climate-smart public works, human capital investments, and programme graduation.
- The consultant will provide technical oversight of the visual design to ensure accessibility for low-literacy populations. The Journey Map will include beneficiary-centered messaging, progress markers, and motivational elements that encourage programme participation and positive behaviors

3. Capacity Building Plan.

The consultant will develop a capacity-building and rollout package for TASAF to support implementation of the Community Sessions Manual and Beneficiary Journey Map. This will include designing training plans, facilitator guides, and rollout methodologies to ensure standardized SBC delivery on a scale.

- A phased rollout strategy will define training approaches, sequencing, responsibilities, mentoring arrangements, and quality assurance mechanisms to promote consistent and sustainable implementation across Mainland Tanzania and Zanzibar.

4. Social Marketing and Behaviour Change Communication Support

The consultant will provide technical support to the TASAF Communications Unit to strengthen Imarisha Kaya's social marketing and behavior change communication efforts. This will include developing audience-centered communication strategies, refining behavioral objectives and messaging, identifying effective communication channels, and ensuring consistency between community-based interpersonal communication and broader advocacy initiatives.

The consultant will also support the development of a communication framework that reinforces key messages on nutrition, parenting, adolescent development, economic inclusion, climate resilience, gender equality, and household wellbeing, creating a coherent SBC ecosystem across all beneficiary engagement platforms

5. Monitoring, Learning and Implementation Support

The consultant will establish a practical monitoring, learning, and quality assurance system to support implementation of the integrated SBC approach. This will include the development of an SBC monitoring framework, implementation monitoring tools, key performance indicators, reporting templates, and mechanisms for tracking both implementation fidelity and behavioral outcomes.

The monitoring system will be designed to assess the effectiveness of the Community Sessions Manual, Beneficiary Journey Map, capacity-building activities, and communication interventions, while generating evidence for continuous improvement. The consultant will provide technical support for implementation reviews, analysis of monitoring findings, identification of implementation bottlenecks, and development of corrective actions and recommendations

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Development of the Community Sessions Manual a structured sequence of community sessions covering nutrition (across life cycle), human capital development, economic inclusion, and household wellbeing. It will integrate nutrition (across life cycle), Infant and Young Child Feeding (IYCF), First Foods Africa priorities, responsive caregiving, parenting, early stimulation, and early learning.	An integrated community session manual	January 15, 2027
Capacity Building and Training Design - Develop training framework and rollout plan; User-friendly training materials	Capacity building training guide	January 15, 2027
Monitoring and Implementation plan - support TASAF team to: Develop a field monitoring framework and monitoring tools to support frontline cadres in tracking and assessing implementation of activities 1 – 6 above; Strengthen monitoring, reporting, and analysis processes; Review implementation progress; and provide practical recommendations for corrective actions and continuous programme improvement	Monitoring and implementation plan	February 28, 2026
Develop a detailed implementation plan, including timelines and key milestones, for the proposed areas of collaboration between TASAF and UNICEF under the First Foods Africa initiative	Implementation plan for First Food Africa in the PSSN III including components of responsive caregiving and early learning	February 28, 2026
Design and develop a Beneficiary Journey Map covering the full three-year Imarisha Kaya programme cycle	Beneficiary Journey Map (design)	June 30.2027
The guide is to incorporate adolescent- and youth-responsive approaches, including life skills, financial literacy, entrepreneurship, education and TVET pathways, mentorship, referral systems, and participation	Adolescent and Youth guide	May 31, 2027

in savings groups and economic inclusion activities. This has reference to Ujana Salama tools. Recommendations will be to link with existing local institution by strengthening adolescent engagement within the Enhanced Economic Inclusion (EEI) component. It will be used through community sessions, youth savings groups, and other programme platforms.		

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

Education:

- MA degree in a related subject area such as communication, anthropology, community psychology, social marketing, instructional design; interdisciplinary work is especially relevant

Work Experience:

- At least 15 years' professional experience in strategic communication, including Behavioural Sciences, Social and Behaviour Change as well as advocacy and public information
- At least 5 to 10 years' research experience related to strategic communication, including experience designing, implementation and monitoring of broader national SBC radio programs interventions; experience using qualitative methods in large-scale complex research designs especially relevant and developing creative concepts and supervising creative production
- Demonstrated leadership in designing SBC radio programs and community lead initiatives in developing country context, preferably in Africa region

Language requirements

- Fluency in English

Desirables:

- Experience of working within the framework of social protection programmes preferred.
- Working with government MDAs and maintains partnerships, demonstrates self-awareness and ethical awareness, innovates, and embraces change, drive to achieve results for impact, manages ambiguity and complexity, thinks, and acts strategically, work collaboratively with others