
TERMS OF REFERENCE FOR NATIONAL CONSULTANT FOR SOCIAL MEDIA ENGAGEMENT AROUND YOUTH DEVELOPMENT AND EMPLOYABILITY

1. Background and Rationale

UNICEF Cambodia's Communication Section is responsible for the organization's public information and advocacy work in the country. A wide range of communication assets and materials are produced regularly to support public advocacy efforts on priority issues that affect the lives of children and youth in Cambodia, using various communication platforms including social media and digital channels. The Communication section works closely with programme teams to communicate with media, the public, and donors to advocate for a wide range of issues, aiming to empower and improve the lives of Cambodian children and adolescents.

As a partner to the Joint United Nations programme for youth employment in Cambodia 2017-2018 'UNited for Youth Employability', UNICEF Cambodia aims to strengthen public awareness, especially among adolescents and young people around vital issues relating to youth development and employability. This includes a focus also on issues relating to young people's healthy development, self-expression and knowledge.

2. Purpose(s) of the consultancy

UNICEF Cambodia's digital and social media platforms (country website, blog, Facebook, Twitter, YouTube, Medium and Instagram), and similar platforms managed by various partners of the Joint Programme 'UNited for Youth Employability', are key engagement tools utilized to raise awareness about issues that affect adolescents and youth in Cambodia, and are important tools for sharing information with the public, particularly youth, and receiving feedback in return from audiences.

The objective of this assignment is to assist UNICEF Cambodia in developing engaging and creative content, including human interest stories and multimedia materials, among others, to communicate with the public on issues related to youth. Considerations must be made for an inclusive, respectful and positive representation of all young people in Cambodia.

The consultant will be responsible for engaging with UN partners, youth and other key stakeholders in the Joint UN Programme on youth employability, to align the messaging with the overall objective of the Programme and to inform the content development and social media engagement. This will be done in accordance with UNICEF Cambodia's communication and public advocacy strategy – to ensure that UNICEF's communication guidelines and quality standards adhered to, and to leverage synergies in storytelling and content development.

3. Programme Area and Specific Project Involved

UNICEF communication and public advocacy initiatives, with special focus on content creation and engaging with the audience primarily through digital and social media platforms around youth issues- including youth employability and other vital issues related to youth empowerment and development.

4. Work Assignments/TOR

Under the supervision of the Communication Specialist in UNICEF Cambodia, and in close collaboration with other Communication team members and programme staff involved in the Joint Programme ‘UNited for Youth Employability’, the consultant will undertake the following tasks:

- 1) **Support coordination/communication with partners of the Joint Programme in the area of messaging and content generation:**
 - Consult the UN Joint Programme stakeholders (UN Agencies, Government agencies, youth networks) to develop the inception report and the workplan, including articulating objectives, developing key messages, identifying the content and facts necessary to engage the public around the Joint Programme and wider topics relating to the healthy development of young people in Cambodia.
 - Establish a file-sharing platform to ensure easy access to contents created under this consultancy for implementing partners of the Joint Programme.
 - Actively and regularly participate in the Joint Programme technical-level meetings to remain abreast of the programme priorities and topics.
- 2) **Lead content generation to foster public knowledge of youth issues in Cambodia:**
 - Develop and implement social/digital media strategy to increase public outreach and engagement on issues related to youth in Cambodia, including youth employability, and rights and responsibilities at work.
 - Create compelling social media content- in both Khmer and English- for digital platforms (for UNICEF and other partners’ use) and systematically grow and deepen engagement across all digital platforms. These content should be in the following formats:
 - ✓ Multimedia (photo and video)
 - ✓ Text stories
 - ✓ Visual presentation of messages, facts and figures
 - Working with other Communication Section team members, monitor and moderate social media channels, flagging risk and opportunities to deepen engagement.
 - Identify new digital tools and best practices and how these can be most effectively applied to deepen outreach and engagement with young audience.
 - Work with other members of UNICEF’s communication section to ensure adherence to UNICEF’s communication standards and guidelines, synergies in communication and coordinated editorial planning and content production.
- 3) **Support strengthening youth digital knowledge, skills and engagement:**
 - Implement youth engagement activities that both involve and build the digital skills, knowledge and capacity of young people in Cambodia, such as rolling out the Voices

of Youth Blogging Internship, among other capacity building activities.

- Create engaging contents that promote digital safety knowledge of Cambodian youth so they better understand the risks and opportunities associated with use of social media.
- Monitor, measure and report as well as evaluate digital engagement and outreach efforts and apply lessons learned.
- Participate in and represent the team at relevant events related to youth and digital engagement.

5. Qualifications or Specialized Knowledge/Experience Required

Qualifications/Experience:

- Bachelor Degree, ideally in digital marketing, communication, journalism, or other areas of social science.
- Demonstrated experience developing and implementing social media strategies, digital marketing or editorial for an NGO, UN, advertisement, media, or publishing outlet.
- Experience of blogging and knowledge of best practices is a plus.
- Experience of working with young people in Cambodia in one form or another (e.g. having created content for youth, or having trained youth in digital knowledge, etc).
- Experience in project management.
- Experience in social media reach and engagement monitoring and analysis, including reporting on quantitative and qualitative analytics.

Knowledge and Skills:

- Proven skills in communication, networking, strategic thinking, advocacy, negotiation, and ability to relate to a young audience.
- Proven ability to write flawless copy in English and Khmer on tight deadlines.
- Proven ability to create compelling communication materials (photography, videography, as well as written)
- Knowledge of using photo and video editing software is a requirement.
- Professional quality photography and videography skills.
- Adept at using a wide range of social media platforms including Facebook, Twitter, Instagram, Medium, Blogger, etc.
- Knowledge of social media monitoring technology and can use social media measurement and listening tools.

Competencies:

- Communication
- Working with people
- Drive for results
- Relating and networking
- Applying technical expertise
- Formulating strategy and concepts

- Entrepreneurial thinking

Languages:

- Spoken and written fluency in Khmer and English

6. Estimated Duration of Contract (Dates and period)

The consultant is expected to commence work assignment in February 2018 for 11 months for a total of 231 working days (average 21 days per month).

7. Deliverables

Deliverable 1: Inception report and detailed workplan:

The completion of an inception report and detailed work plan for each work assignment-including articulation of purpose and objectives of communications around youth, accompanied with key messages and facts and figures to be communicated, a content and social media plan, and youth engagement plan with specific timelines. This deliverable includes identifying and setting up a file-sharing platform, where all Joint Programme partners will have access to the contents created during this consultancy. The workplan must be prepared based on discussions with partners of the Joint Programme for alignment of key objectives and key messages, and in close guidance of the supervisor and relevant programme/C4D officers in UNICEF Cambodia who are involved in implementing the Joint Programme. A system must be set up as part of the inception report, for compiling regular inputs from all UN Joint Programme partners' digital reach and engagement impact through dissemination of content developed under this consultancy.

(20 working days)

Finalization: By mid-March 2018 (or within 6 weeks after the commencement of the contract)

Deliverable 2: A series of communication materials comprising of:

- **3 human interest stories or blogs accompanied with high quality photographs**-related to youth employment and youth skills/development topics. These stories will aim to increase public (and youth) understanding of various challenges, opportunities and vital knowledge related to youth wellbeing, development, and employment in Cambodia.
- **1 comprehensive social media pack** including series of factographs, pictographs, gifs, social media messages and posts for Facebook/Instagram/Twitter/Medium.
- **1 video** related to youth life-skills, development, and employment related topics.

The focus of these materials will be specified in the workplan (deliverable 1) and through ongoing discussions and participation in technical meetings with key partners of the joint programme. (25 working days)

Finalization: By end April 2018.

Deliverable 3: A series of communication materials comprising of:

- **2 human interest stories or blogs accompanied with high quality photographs**- related to youth employment and youth skills/development topics.
 - **1 comprehensive social media pack** including series of factographs, pictographs, gifs, social media messages and posts for Facebook/Instagram/Twitter/Medium.
 - **1 video** related to youth life-skills, development, and employment related topics.
- The focus of these materials will be specified in the workplan (deliverable 1) and through ongoing discussions and participation in technical meetings with key partners of the joint programme. (21 working days)

Finalization: By end May 2018.

Deliverable 4: The implementation of **1 youth digital engagement and capacity building project** such as youth photography training project (project to be determined in the assignment workplan based on consultations and alignment with Joint Programme objectives). (15 working days)

Finalization: By end June 2018.

Deliverable 5: Analytical **progress report** including the progress of each work assignment including but not limited to: 1) list of contents produced, 2) compilation, reflection and analysis of digital and social media reach and engagement as well as lessons learned- for all utilized UNICEF digital platforms as well as those of the UN Joint Programme partners', 3) progress of youth engagement and capacity building activity planning, implementation, and impact, 4) progress of discussions, meetings and coordination with UN joint programme partners, challenges and opportunities, and suggestions for way forward, among other activities completed.
(5 working days)

Finalization: By end June 2018.

Deliverable 6: A series of communication materials comprising of:

- **3 human interest stories or blogs accompanied with high quality photographs**- related to youth employment and youth skills/development topics. The focus of human interest stories will be specified in the workplan (deliverable 1).
- **1 comprehensive social media pack focusing on International Youth Day 2018** including series of factographs, pictographs, gifs, social media messages and posts for Facebook/Instagram/Twitter/Medium.
- **1 video** related to youth life-skills, development, and employment related topics focusing on International Youth Day.

The focus of these materials will be specified in the workplan (deliverable 1) and through ongoing discussions and participation in technical meetings with key partners of the joint programme. (25 working days)

Finalization: By end July 2018.

Deliverable 7: Analytical **progress report** including the progress of each work assignment including but not limited to: 1) list of contents produced, 2) compilation, reflection and

analysis of digital and social media reach and engagement as well as lessons learned- for all utilized UNICEF digital platforms as well as those of the UN Joint Programme partners', 3) progress of youth engagement and capacity building activity planning, implementation, and impact, 4) progress of discussions, meetings and coordination with UN joint programme partners, challenges and opportunities, and suggestions for way forward, among other activities completed. (5 working days)

Finalization: By end August 2018.

Deliverable 8: A series of communication materials comprising of:

- **2 human interest stories or blogs accompanied with high quality photographs**- related to youth employment and youth skills/development topics.
- **2 comprehensive social media packs** including series of factographs, pictographs, gifs, social media messages and posts for Facebook/Instagram/Twitter/Medium.
- **1 video** related to youth life-skills, development, and employment related topics.

The focus of these materials will be specified in the workplan (deliverable 1) and through ongoing discussions and participation in technical meetings with key partners of the joint programme. (30 working days)

Finalization: By end September 2018.

Deliverable 9: Analytical **progress report** including the progress of each work assignment including but not limited to: 1) list of contents produced, 2) compilation, reflection and analysis of digital and social media reach and engagement as well as lessons learned- for all utilized UNICEF digital platforms as well as those of the UN Joint Programme partners', 3) progress of youth engagement and capacity building activity planning, implementation, and impact, 4) progress of discussions, meetings and coordination with UN joint programme partners, challenges and opportunities, and suggestions for way forward, among other activities completed. (5 working days)

Finalization: By end October 2018.

Deliverable 10: The production of additional **communication material content** to be fleshed out in the initial workplan with agreement of supervisor and through ongoing discussions and participation in technical meetings with key partners of the joint programme. (28 working days)

Finalization: By end of November 2018.

Deliverable 11: The design, planning and implementation of **1 youth engagement and capacity building project** which will involve an in-depth 8- to 10-week part-time engagement of a number of adolescents and youths, such a blogging training project Voices of Youth (to be determined in the assignment workplan). (45 working days)

Completion: By end of December 2018.

Deliverable 12: Strong analytical **final report** detailing achievements around each work assignment including but not limited to: 1) list of contents produced, 2) compilation, reflection and analysis of digital and social media reach and engagement as well as lessons learned- for all utilized UNICEF digital platforms as well as those of the UN Joint Programme partners', 3) reporting on implementation and impact of youth engagement and capacity building activities, 4) summary of discussions, meetings and coordination with UN joint programme partners, challenges and opportunities, and suggestions for way forward, among other activities completed. (7 working days)

Finalization: By end of December 2018.

IMPORTANT NOTE: *Finalization of deliverables means that the content and materials developed have been signed off by the technical UNICEF Cambodia counterparts and approved by contract supervisor and Chief of Communication, after the consultant having incorporated initial comments. Therefore when submitting the deliverables, the consultant should keep in mind time required for review, amendments, and final review and clearances in consultation with the supervisor.*

Total number of working days: 231

8. Payment Schedule linked to deliverables

The payment installments should be directly linked with satisfactory deliverables at specific time intervals and as certified by the Manager of the contract. Payment terms in relation to key deliverables are specified in the table below.

*** The fees shall be calculated based on the days estimated to complete the assignment in the Terms of Reference and shall be considered the maximum compensation as part of a lump sum contract and agreed on a work plan for submission of deliverables. No additional fees shall be paid to complete the assignment. Payment will be made upon delivery of all final products and full and satisfactory completion of the assignment.**

<i>Deliverables</i>	<i>Payment (including business travel fee) be directly linked with satisfactory deliverables</i>	<i>Reporting Requirements for each deliverable+ timeline</i>
Deliverable 1: Inception report and workplan	10% payment	Signed off inception report including all necessary workplan elements (Mid-March 2018)
Deliverable 2: Communication materials	11% payment	3 text stories with high-res photos, 1 social media pack, 1 video completed (end April)
Deliverable 3: Communication materials	9 % payment	2 text stories with high-res photos, 1 social media pack, 1 video completed (end May)

Deliverable 4: Youth engagement activity	6% payment	Completion of youth engagement activity (end June)
Deliverable 5: Progress report #1	2% payment	Report submitted (end June)
Deliverable 6: Communication materials	11% payment	3 text stories with high-res photos, 1 social media pack, 1 video completed (end July)
Deliverable 7: Progress report #2	2% payment	Report submitted (end August)
Deliverable 8: Communication materials	13% payment	2 text stories with high-res photos, 2 social media packs, 1 video completed (end September)
Deliverable 9: Progress report #3	2% payment	Report submitted (end October)
Deliverable 10: Communication materials	12% payment	Series of communication content as agreed in workplan (end November)
Deliverable 11: Youth engagement project	19 % payment- last installment	Youth engagement/digital capacity building project completed (end December)
Deliverable 12: Final report	3% - last installment	Final report completed (end December)
Total: 231 working days	100%	

9. Official Travel Involved (specify if yes)

Phnom Penh based assignment with travel to project sites and communities in Phnom Penh and the provinces for collecting communication materials.

10. Contract Supervisor

UNICEF Cambodia Communication Specialist

11. Type of Supervision that will be provided

The supervisor will ensure proper briefing on the consultancy assignment, compliance with the ToR, initial and ongoing work-planning and timely delivery of the expected outputs/results.

Upon completion of the tasks, the supervisor will evaluate the consultant's work and follow-up on the payments.

The consultant will work closely with programme partners within and outside of UNICEF Cambodia (including the Community Development/C4D/Child Protection/Education sections of UNICEF Cambodia, and UN partners of the Joint Programme, government counterparts, youth networks, etc

12. Consultant's Work Place/Any facilities to be provided by office

- The consultant will be primarily based in UNICEF Cambodia's Phnom Penh office, and will be provided with a working space with access to computer and network connection and will have access to utilize UNICEF equipment for photo and video shooting.
- Consultant is expected to use his/her own computer and software for photo and video editing.
- Official local travel expenses for collecting communication materials will be covered by UNICEF Cambodia following the UN's guidelines on DSA, and with prior agreement of the supervisor and Chief of Communication.
- UNICEF Cambodia will cover minimal additional costs incurred for implementing the youth training activities (such as refreshments, etc)- upon prior agreement of the contract supervisor and Chief of Communication.

13. Administrative Issues

- Clearances of deliverables: All materials and deliverables produced under this contract must be reviewed and cleared by the contract supervisor, with technical sign-off of the relevant programme staff members in UNICEF Cambodia. The consultant will receive payments for deliverables only after sign-off and approval of the contract supervisor.
- Reporting requirements: This consultancy involves the delivery of 3 progress reports, and 1 final report. All stats related to digital reach and engagement must include those of UNICEF's platforms, as well as all the UN Joint Programme partners' which participate in the dissemination of the content developed by the consultant.

14. Nature of 'Penalty Clause' to be stipulated in Contract

Unsatisfactory performance: In case of unsatisfactory performance the contract will be terminated by notification letter sent five (5) business days prior to the termination date in the case of contracts for a total period of less than two (2) months, and ten (10) business days prior to the termination date in the case of contracts for a longer period.

Performance indicators: Consultants' performance will be evaluated against the following criteria: timeliness, quality, good working relations with partners and communities, and adherence to UNICEF's guidelines (including ethical guidelines for covering stories about children and adolescents).

15. Submission of applications

Interested candidates are kindly requested to apply and upload the following documents to: <http://www.unicef.org/about/employ/>

- Letter of Interest (cover letter)
- CV or Resume
- Portfolio of past communication products produced (sample of written story, videos, photographs, etc)

- Performance evaluation reports or references of similar consultancy assignments (if available)
- Financial proposal: All-inclusive lump-sum cost for this consultancy as per work assignment.