

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

### **NATIONAL CONSULTANCY**

#### **Advocacy and Communication Planning Consultant**

#### **1. Background:**

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfilling their potential.

Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone.

The UNICEF Mongolia Country Office works in close partnership with Government of Mongolia, NGOs, Private sector, development partners and local communities to ensure the realization of the rights of every child in Mongolia. UNICEF works to ensure that children enjoy the rights guaranteed to them by the Convention on the Rights of the Child (CRC).

UNICEF Mongolia new Country Programme(CP) is starting from 2023. Communication and Advocacy is a vital Change Strategy for the Country Programme.

#### **2. Purpose of Assignment:**

Under the leadership of the UNICEF Communication Specialist and in collaboration with the UNICEF Mongolia Communication and Programme teams, the Advocacy and Communication Planning Consultant is expected to develop a Communication and Advocacy Strategy and associated Action plan for the UNICEF Mongolia Country Programme for 2023-2027.

#### **3. Scope of Work:**

The Communication and Advocacy Strategy for 2023-2027 CP will include an analysis of the situation of children, media landscape and UNICEF brand assessment, objectives; target audiences; messages and channels; resources; specific actions, activities and budget.

#### **4. Programme Area and Specific Project Involved:**

The assignment is relevant to all the Programme areas of UNICEF CP for 2023-2027.

## 5. Contract duration (start and end date):

The contract with the Consultant is envisaged to commence at the beginning of June 2022 for a period of 6 months until the end of 2022.

## 6. Type of engagement:

☐ Deliverable based(home based) ☒ Full-time, office based ☐ Part-time, office based

*Full-time, office based:* Contractors will be working 5 weekdays and following the office hours of the duty station, and they must report to their supervisors any absence from work. Contractors are eligible for 1.5days of Paid Time Off per month and paid UN official Holidays.

## 7. Deliverables, Timeframe and Payment Schedule:

Deliverables		Timeline
1. Brief summary of the Situation Analysis	Children in Mongolia and UNICEF (Brief SitAn for children in Mongolia)	By 15 July
	Communication landscape assessment (Assessment of current landscape of communication: media, digital, influencers)	By 15 July
	UNICEF Mongolia Brand strength and stakeholder perception (Brand measurement for UNICEF Mongolia and/or stakeholder perception survey)	By 15 July
2. Change Strategy 'Advocacy and Communication'	UNICEF Mongolia Country Programme 2023-2027 – Advocacy agenda & Programme effectiveness (UNICEF Mongolia Advocacy agenda and narrative + PE output and key indicators for change strategy)	By 1 September
3. UNICEF Mongolia Advocacy and Communication Strategy	Leading voice, advocate and brand, to engage supporters for the cause of children (Strategy that defines key objectives, audiences, opportunities, tactics and expected outcomes - as well as shifts needed.	By 1 November
4. Communication tactics	<ul style="list-style-type: none"> <li>Agile media response and partnerships</li> <li>Digital and mobile first</li> <li>Integrated Campaigns</li> </ul>	By 1 November

	<ul style="list-style-type: none"> <li>• Advocacy Partnerships</li> <li>• Living the Brand</li> <li>• Compelling Content</li> <li>• Influencers, Ambassadors and Celebrity Supporters</li> </ul>	
<b>5. M&amp;E Framework</b>	Based on global MEAL and KPIs	1 November
<b>6. An Action Plan for Strategy. implementation</b>	An Action plan for Strategy implementation including the draft budget and staffing requirements	31 December

**If Full-time consultant:**

The consultant will be paid upon the presentation and acceptance of the satisfactory monthly progress report with the completion of key deliverables.

**8. Project Management:**

Direct supervisor: UNICEF Communication Specialist

Frequency of performance review: Once in two months.

**9. Qualifications and requirements:**

- Advanced university degree in Communication, Journalism, Public Relations, Marketing and International Development.
- Ten years of progressively responsible and relevant professional work experience in communication, programme management, planning.
- Other requirements: Communication management; Knowledge of theories and practices in communication research planning and strategy; Knowledge of United Nations or other international organizations is preferable; Knowledge of UNICEF Mongolia and its work in the country
- Fluency in English is required.