

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title	Funding Code	Type of engagement	Duty Station:
SBC Data Analyst – Rumours management	880/006/001 – SC220798 880/006/001 – NON GRANT	<input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Part-Time <input type="checkbox"/> Individual Contractor Full-Time	Freetown

Purpose of Activity/Assignment:

The UNICEF Social and Behaviour Change team in Sierra Leone is supporting the Government of Sierra Leone through the Ministry of Health and Sanitation, Public Health National Emergency Operation Centre, and National Disaster Management Agency on Risk Communication and Community Engagement for preparedness and response to emergencies. This support includes social data analytics, strengthening reporting mechanisms and systems, producing and disseminating messages, and mobilizing communities, including scaling up community-led and people-centred interventions.

In the past years, the COVID-19 pandemic and vaccination roll-out have shown the importance of reviewing models that can effectively address and support epidemic response interventions, debunk rumours, and assess information needs quickly. In volatile situations, it is crucial to strengthen systems that collect and analyse social data to understand behavioural patterns and provide strategic technical support to the government and national and district institutional authorities to adapt or change the communication response guided by data.

The Rumours, Misinformation, And Concerns (RMC) Management System developed by UNICEF and HEP/MoHS in 2021-2022 has been an attempt to design such a system for rumours and misinformation management. The objective was to link information management cycle elements (listening, analysing, informing and responding) through a combination of digital reporting tools and data analysis tailored to local needs and capacities. The mechanism offers a combination of easily accessible and user-friendly digital reporting tools and data analysis, with real-time data aggregation processed on a [public misinformation tracking platform \(bit.ly/rumoursi\)](https://bit.ly/rumoursi) that provides visualization and comparison for analysis and identification of emerging issues and trends.

Although the system has demonstrated its potential to support national crisis communication and address key bottlenecks to rumours management and rapid identification of information gaps in the country; scale-up and ownership of the platform continue to face several challenges. Full and sustained operationalization requires technical support for improving understanding of rumours and misinformation management, extending local reporting and analytical capacity of the system, and systematizing localized response.

Furthermore, other pilot initiatives for social data collection and aggregation indicate a need for greater support in establishing a dynamic system for tracking and reporting social and behavioural data overall, establishing common tools and approaches for social and behavioural evidence generation, data collection, and information flow; clear definition and consistent use of parameters, and means of verification or triangulation of data across different data sources, stakeholders, and levels.

UNICEF is therefore seeking the support of an SBC Data Analyst Consultant to strengthen SBC/RCCE data collection and analysis platforms and capacities, with a focus on improving information management, use of data for action, and feedback loops with different actors, donors, and affected groups. The Consultant will specifically support UNICEF's efforts to manage rumours and misinformation, including the maintenance, update and improvement of the existing digital reporting tool and public dashboard for rumours, misinformation and concerns management.

Scope of Work:

Under the direct supervision of the Social & Behaviour Change (SBC) Section Chief, and working closely with UNICEF SBC and the Health Education Programme (HEP) team at MoHS, as well as relevant governmental and non-governmental stakeholders, the Consultant will carry out the following activities:

- 1) Review, update and maintain the rumours reporting tools and Power BI platform
 - i. Conduct a thorough review and analysis of the existing system for social listening (rumours and misinformation management), including the digital reporting tool and public dashboard, and identify areas for improvement and maintenance needs.
 - ii. Develop and implement a plan for maintaining and updating the existing digital reporting tool and public dashboard, including monitoring and troubleshooting technical issues.
 - iii. Streamline the data flow, establish the work process, and clarify roles and responsibilities of MOHS at the national level, Health Promotion Officers (at the district level), and partners).
 - iv. Daily maintenance and regular updates and review of rumours reporting tools and Power BI platform
- 2) Build the capacity of MoHS team for sustainable operation of the rumour management system tools including data flow, generation of action points, reporting, and communication pathways to inform county-level and national-level response actions.
 - i. Provide technical support and training to local partners and stakeholders on the use and maintenance of the digital reporting tool and public dashboard, including troubleshooting and resolving technical issues
 - ii. Build capacities at national and subnational levels on the use of digital reporting tools and public dashboards and building response to rumours and misinformation
 - iii. Provide technical guidance and support to MoHS and Risk Communication and Community Engagement partners to review data collection tools periodically as guided by the dynamic listening and emerging issues seen from social data analysis.
- 3) Establish a system for using the data collected through digital reporting tools and other SBC/RCCE data collection platforms to inform action and adjust interventions, resulting in a significant increase in the use of data for decision-making within the first 6 months
 - i. Monitor the risk of misinformation/disinformation and promptly flag problematic information detected for MoHS, UNICEF and partners to take action.
 - ii. Analyse data collected through the digital reporting tool and public dashboard on a regular basis (weekly at least) and support the production of rumours and concerns briefs with HPE/ MoHS and rumours management group and submit it to relevant pillars and working groups.
 - iii. Develop and implement a plan for effectively communicating and disseminating data and analysis to relevant stakeholders as well as establishing mechanisms for incorporating feedback from these stakeholders into decision-making
 - iv. Support MoHS and UNICEF on holistic strategic communication plans in addressing issues on stigma and discrimination, gender dimensions of the response, health equity and geographical disparity.
 - v. Participate in the Social Mobilisation Pillar and relevant partners' coordination meetings as required and provide guidance on an appropriate response from various sectors as informed by the social data.
- 4) Work closely with the UNICEF SBC Team and provide technical guidance on appropriate and effective evidence based RCCE interventions, shifts that need to be made in the response, or additional response required from MoHS including the health facilities and other line ministries.
 - i. Conduct a review of the overall SBC/RCCE data collection and analysis platforms and capacities and identify areas for improvement and maintenance needs beyond rumours and misinformation

- ii. Develop a plan for strengthening the overall SBC/RCCE data collection and analysis platforms and capacities, including establishing common tools and approaches for SBC evidence generation, data collection and information flow.
 - iii. Provide technical support to collect anthropological/social and behavioural data and longitudinal studies from across the country.
- 5) Local travel to address the critical capacity gaps and build key capacities in districts of health education officers and partners for operationalization of the Rumour Tracking System.

Child Safeguarding

Is this project/assignment considered as “[Elevated Risk Role](#)” from a child safeguarding perspective?

☐ YES ☒ NO If YES, check all that apply:

Direct contact role ☐ YES ☒ NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

Child data role ☐ YES ☒ NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

Budget Year: 2023	Requesting Section/Issuing Office: SBC Section	Reasons why consultancy cannot be done by staff: This consultancy requires capacity in data management, including in use of data management tools, and experience in combining qualitative and quantitative data applied to SBC interventions. Currently, such capacity is available in the UNICEF Sierra Leone office, either in SBC or the Innovation sections.
Included in Annual/Rolling Workplan: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify:		
Consultant sourcing: <input checked="" type="checkbox"/> National <input type="checkbox"/> International <input type="checkbox"/> Both Consultant selection method: <input type="checkbox"/> Competitive Selection (Roster) <input checked="" type="checkbox"/> Competitive Selection (Advertisement/Desktop Review/Interview)		Request for: <input checked="" type="checkbox"/> New Consultant Contract <input type="checkbox"/> Extension/ Amendment

If Extension, Justification for extension: N/A			
Supervisor:	Start Date:	End Date:	Number of Days (working)
Cindy Thai Thien Nghia, SBC Specialist	01 June 2023	30 November 2023	6 months
Work Assignment Overview			
Tasks/Milestone:	Deliverables/Outputs:	Timeline	Estimate Budget
Maintain and update the Rumours, Misinformation & Concerns reporting tool (Talkwaker, Kobo, etc.) and the Power BI public dashboard	Operational and up-to-date RMC reporting tools and dashboard	June – November 2023	
Maintain and update the SBC/RCCE partners dashboard	SBC/RCCE partners dashboard is operational and up to date	June - November 2023	
Provide technical support in the analysis of the data collected through digital reporting tools and public dashboards and provide regular reports to UNICEF, MOHS and partners on emerging trends and issues related to rumours and misinformation	Monthly rumours briefing report (key findings/trends, actionable recommendations, data visualizations)	June-November 2023	
Conduct a thorough review and analysis of the current system for rumours and misinformation management and identify areas for improvement and maintenance needs, as well as an assessment of local reporting and analytical capacity	Workplan, including capacity needs assessment and recommendations for improvement and maintenance needs.	June 2023	
Develop and implement a plan to improve the usability of the digital reporting tool, and the communication and dissemination of data analysis to relevant stakeholders, with the objective of increasing user satisfaction and reporting by 50%, and use of data on the platform for decision-making by 35%, both within the first 6 months.	Rumours, Misinformation, Concerns (RMC) Management system scaled up plan Monitoring report on stakeholder engagement on the platform with corrective/supportive action (<u>as part of monthly rumours briefing report</u>)	July 2023 August-November 2023	
Develop and deliver technical support and a comprehensive training programme to local stakeholders on the use and maintenance of the digital reporting tool and public dashboard, including troubleshooting and resolving technical issues	Training materials/modules (manual, guide, video) tailored to the specific needs and capacities of different stakeholders (government officials, community leaders, health workers)	August 2023	

	Training report with pre- and post-training assessment, as well as ongoing monitoring of stakeholders' engagement on platform data point	October 2023	
Develop and implement clear guidelines and protocols for responding to rumours and misinformation, including localized response	RMC guidelines	September 2023	
Assess and provide a plan/recommendation for overall SBC/RCCE data collection and analysis platforms and capacities, including establishing common tools and approaches for SBC evidence generation, data collection and information flow.	Final consultancy report	November 2023	

Estimated Consultancy fee	SLE		
Travel International (if applicable)	n/a		
Travel Local (please include travel plan)	SLE		
DSA (if applicable)	n/a		
Total estimated consultancy costs¹	SLE		

<p>Minimum Qualifications required:</p> <p><input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <p>A Master's degree in social sciences, data science, public health or any other related field.</p> <p>A first level university degree in combination with an additional two (2) relevant experience may be accepted in lieu of the advanced university.</p>	<p>Knowledge/Expertise/Skills required:</p> <ul style="list-style-type: none"> • Minimum 5 years' responsible work experience in social sciences research, data analysis, monitoring and evaluation, preferably in a humanitarian or development context. • Experience analyzing data from social monitoring systems, monitoring and evaluation work, or other survey work, and in performing data extraction, cleaning, analysis and presentation for medium to large datasets. • Strong technical skills in data analysis and visualization using tools such as Excel, Power Bi or other data analytics and interactive visualization software. Proven ability and experience using Power BI is mandatory. • Demonstrated experience in developing and maintaining digital reporting tools and dashboards and presenting findings from different sources (methods, tools etc.) • Excellent communication skills with the ability to communicate technical data and complex ideas in data science to relevant stakeholders. • Excellent writing skills planning and coordination skills, with proven ability to work independently. <p>Additional qualifications:</p> <ul style="list-style-type: none"> • Experience in public health response and/or social and behaviour change, working with NGOs/UN in/with developing countries, with practical experience in developing methodologies and tools to inform action/programmes/ policies is an asset. • An inquisitive and creative mindset, as well as excellent written and verbal communication skills for coordinating across teams and countries. • A passion for empirical research and for answering hard questions with data. • Proven record of solving challenging problems in emergency and humanitarian settings is an asset • Excellent project management skills.
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	<ul style="list-style-type: none"> • Experience working with the UN and/or one of its entities is an asset but not necessary. • Language: Oral and written proficiency in English. Knowledge of local languages is considered an asset.
Administrative details: Visa assistance required: <input type="checkbox"/> Transportation arranged by the office: <input type="checkbox"/>	<input type="checkbox"/> Home Based <input type="checkbox"/> Office Based: If office based, seating arrangement identified: <input type="checkbox"/> IT and Communication equipment required: <input type="checkbox"/> Internet access required: <input type="checkbox"/>
Request Authorised by Section Head	Request Verified by HR:
<div style="display: flex; justify-content: space-between;"> <div style="width: 48%;"> <i>Approval of Chief of Operations (if Operations):</i> <hr style="border: 0; border-top: 1px solid black; margin: 10px 0;"/> </div> <div style="width: 48%;"> <i>Approval of Deputy Representative (if Programme)</i> <hr style="border: 0; border-top: 1px solid black; margin: 10px 0;"/> </div> </div> <div style="margin-top: 20px;"> <i>Representative (in case of single sourcing/or if not listed in Annual Workplan)</i> </div>	

¹ Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

Payment of professional fees will be based on submission of agreed 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

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 (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, 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.
