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| **PART I** | | |
| Title of Assignment | Individual Communication Consultant | |
| AWP Activity | 240R/A0/10/880/002/008-Emerging cross cutting issues | |
| Section | ESARO Communication | |
| Location | Home-based / Virtual | |
| Duration | 120 days over 12 months | |
| Start date | From: 15 April 2021 | End date: 15 March 2022 |

**Background and Justification**

The Joint United Nations Regional Programme to strengthen integrated Sexual and Reproductive Health and Rights (SRHR), HIV and Sexual and Gender-Based Violence (SGBV) services in East and Southern Africa to accelerate action on Sustainable Development Goal 3 and 5 (hereafter referred to as the 2gether 4 SRHR programme) is a four-year programme supported by the Regional SRHR Team of Sweden. The programme brings together the combined expertise of UNAIDS, UNFPA, UNICEF and WHO at regional and country levels. The goal of the programme is to improve SRHR of all people in east and southern Africa (ESA), particularly adolescent girls, young people and key populations. The programme works through, and supports the efforts of, the African Union, Regional Economic Communities (RECs), governments of the participating countries and Civil Society Organisations (CSOs) in ESA.

By supporting the governments of Lesotho, Malawi, Uganda, Zambia and Zimbabwe, the 2gether 4 SRHR programme aims to:

* Objective one. Create an enabling legal and policy environment for integrated SRHR.
* Objective two. Scale up quality integrated services.
* Objective three. Empower people to access services.
* Objective four. Amplify learning across Eastern and Southern Africa.

To deliver against the objective four, a regional communication strategy was developed and endorsed by the Regional Programme Steering Committee in 2019. Employing four broad pillars, UNICEF Chairs the Regional Communication Task Force (RCTF) and leads on efforts to:

* Successfully build a public profile and visibility of the programme to expand awareness and implementation of, and demand for, integrated services,
* Support high-level advocacy around SRHR, HIV and SGBV,
* Amplify lessons on integration of SRHR, HIV and SGBV,
* Support the empowerment and development of young people, and
* Guide strategic communication.

The ESARO Communications Section requires an Individual Communication Consultant to actively support implementation of regional and country annual communication plans for 2021, including in developing communication and advocacy materials/products.

**Scope of Work**

The overall goal of this consultancy is to support successful implementation of the 2gether 4 SRHR communication plans to amplify the programme’s implementation experience and learning. Under the supervision of the ESARO Communication Specialist and in collaboration with regional and country office teams, the consultant will:

* **Support the successful implementation of the Regional Communication Strategy**
  + Plan, coordinate, co-facilitate and minute (draft and finalize) the RCTF meetings and other required communication-related meetings.
  + Monitor progress against the annual CO and RO communication work plans.
  + Provide ongoing project management and technical support for the routine media scan and other activities implemented at regional level and ensure timely and high-quality reporting and dissemination of communication products.
  + Support the RCTF in amplifying key advocacy and social media moments across countries, agencies, donors and partners.
* **Support the COs to produce communication products/materials and, conduct media engagement/training** 
  + Provide technical support to COs in the development and dissemination of communication materials/products, ensuring alignment to the 2gether 4 SRHR programme branding and documentation guidances.
  + Technically review draft versions of the COs communication materials and provide timely and comprehensive feedback to the country office teams.
  + Support the development of communication training materials, guidance notes and the training of media in the context of COVID-19.
  + Provide technical support to COs for the identification of strategic social media moments that could be used to amplify lessons learned under the 2gether 4 SRHR programme.

**Expected Deliverables**

Under the overall guidance of UNICEF’s ESA Communication Specialist with additional guidance from the Senior Health/HIV Specialist, the consultant will undertake the following:

1. **Development and dissemination plan** for communication materials/products developed under the 2gether 4 SRHR programme that describes when, who and how materials will be developed and disseminated to promote maximum impact and learning.
2. **High quality inputs provided to development of communication materials** that provide visibility on the achievements and learning of the joint programme to the donor, SIDA, including human interest stories, case studies, scripts for short films, content for photo essays etc

Below is an initial list of communication materials to be developed. The list is subject to change in line with country and partner requests:

* 3x human interest stories
* 1x advocacy brief for high level meeting
* 1x joint OpEd
* 2x features on programme results across the region
* 1x social media pack to complement an identified social media moment
* 1x script for a 3-minute video
* 1x script for a 60-second video extract for social media
* 2x best practices/lessons learned
* 2x case studies on the programme MTR briefs (5 country and 1 regional)

It is expected that the consultant will submit one draft version of deliverables for review before submitting the final version.

1. **Minutes** from all assigned communication-related meetings are documented and circulated in a timely manner.
2. **Country Office and Regional Work Plans** that are tracked regularly. These are to be maintained throughout the period of the consultancy.
3. For the period of the contract, **progress reports (every month)**, based on agreed-upon template outlining key progress, achievements, challenges and way forward
4. **Project Close-Out Report,** based on agreed template, to highlight achievements, challenges, mitigation strategies and recommendations to promote successful implementation of communication-related activities under the 2gether 4 SRHR programme.

**Payment schedule linked with the deliverables**

| # | Deliverables | Associated activities | Duration (estimated # of working days) | Location | Expected timeline | Payment Schedule |
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|  | Development and dissemination Plan | Develop a plan that describes when, who and how materials will be developed and disseminated to promote maximum impact and learning | 5 days | Home | 1 May 2021 | 5% |
|  | Monthly progress reports | Based on agreed-upon template outlining key progress, achievements, challenges and way forward of the programme. | 99 days (11 days per month x 9 months) | Home | 28 May; 25 June; 23 July; 27 August; 24 September; 29 October; 26 November; 20 December; 21 January 2022 | 81% |
|  | Project Close-out Report | Final monthly report and a summary of the activities implemented under the project, achievements, challenges, mitigation strategies and recommendations | 20 days | Home | 7 March 2022 | 14% |
| **Total** | | | 120 days | - |  |  |

**Desired competencies, technical background and experience**

* Education: 1st University degree in communications, journalism, public relations or related field.
* Experience:
  + At least seven years’ professional experience in communication, print and traditional media
  + Excellent project management, analytical and writing skills;
  + Familiarity with UNICEF’s work and children’s issues, and UNICEF’s reporting guidelines. Work with additional UN agencies is an asset.
  + Experience with public health, HIV and SRH communication is an asset.
  + Background/familiarity within the Eastern and Southern Africa region
  + Must be reliable, be able to work under tight deadlines and with little supervision.

**Administrative and Technical issues**

The consultancy is based remotely. No office space or equipment will be provided from UNICEF and will be the sole responsibility of the consultant.

The consultant is expected to use their own IT equipment (laptop, cell-phone etc.), where operating communication costs – long-distance calls, internet if any should be part of the overall quoted fees (no reimbursement will be applied).

The individual consultant will liaise with the UNICEF ESARO Communication Specialist on administrative and technical issues.

**Conditions**

As per UNICEF DFAM policy, payment is made against approved deliverables. No advance payment is allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases, for example for supplies or travel, may be necessary.

The candidate selected will be governed by and subject to UNICEF’s General Terms and Conditions for individual contracts.

**Risks**

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| **Risks** | **Risk Response** | **Mitigation** |
| * Complexity of activities | * Staged deliverables to allow UNICEF several opportunities to provide the necessary technical support to improve quality of the deliverables. | * Robust project management. * Constructive feedback on draft versions of deliverables. |

**How to Apply**

* Interested candidates should apply online.  As part of their application, candidates should provide:
* A cover letter that specifies how you meet the desired competencies, technical background and experience (no more than 2 pages)
* A short CV (no more than 4 pages)
* A financial proposal that should include the total fees for the assignment which includes travel/administrative/per diems, if applicable
* 3 Referees