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

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| **Title:** Consultant for Social Media Analytics, Marketing and Content |  | **Type of engagement**[x]  Consultant  | **Duty Station:**New Delhi |
| **Purpose of Activity/Assignment:*** To support in developing detailed analytics reports and sophisticated social and digital media marketing of digital campaigns and content. Communication and coordination support is provided to the Ministry of Health (as and if required) and UNICEF Communication, Advocacy and Partnership Section on the effective rollout of major digital campaigns.
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| **Scope of Work *(Include Background/Rationale/Key Objectives of the Assignment)*:*** Develop and implement social media campaign marketing plans.
* Prepare monthly, quarterly and campaign-specific analytics reports.
* Prepare audience insights and recommendation reports, including for the promotion of content and adequate use of budget.
* Support in META Business Manager, Twitter Ads Manager and YouTube marketing. Set up ad campaigns and monitor performance to ensure optimal use of budget and that the target results are achieved.
* Provide inputs to improve creative proposals and online media plans to amplify the impact of the campaigns.
* Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of online/social media materials.
* Monitor the public perception of routine immunization and other health-related campaigns and other key related initiatives on digital platforms and recommend appropriate action to maintain a positive image for UNICEF and partners.
* Ensure good quality data collection, analysis and evaluation and reporting (including internal reports).
* Produce performance and analytics reports on content to measure and optimize social media marketing and campaign positioning.
* Produce and present a monthly analytics report and prepare a monthly social media results newsletter.
* Keep track of lessons learnt and undertake the review of successful and unsuccessful communication experiences and present regular reports outlining these. Produce a final comprehensive report at the end of the campaign.
* Produce content to support key campaigns and key advocacy priorities, including supporting Routine Immunization and HPV vaccination.
* Support in content gathering missions and producing products for social media and the website
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| **Consultant sourcing:**[x]  National **Competitive Selection:**[x]  Advertisement  | **Request for:**[x]  New SSA – Individual Contract |
| **Supervisor:**  | **Start Date:**  | **End Date:**  |
| *Communication Officer* | *1 May 2023* | *30 Apr 2025**Initially the contract will be issued for 12 months, based on the performance and availability of funds the same will be extended for the balance duration.* |
| **Work Assignments Overview (*Include Major Tasks and Activities)*** | **Deliverables/Outputs** | **Timeline/Date for submission of Deliverable** |
| Produce a monthly/quarterly/yearly analytics report with insights on the performance of social media content across our digital channels [Facebook, Instagram, Twitter, LinkedIn, YouTube and any other channel]. | 1 monthly report X 12 months4 reports - one for each quarter1 annual report | All reports are to be shared at the beginning of the month |
| Produce reports on the performance of videos, images and creatives and how they are being engaged with across our social media channels. | 4 reports - one for each quarter | End of each quarter |
| Produce a report with details on the audience that is following and engaging with UNICEF India content across our digital channels. | 4 reports - one for each quarter | End of each quarter |
| Prepare detailed marketing plans for various campaigns and awareness days, including targeted audiences and break-up of budget across platforms.A time of 5 hrs/week is required for this task. | Promotional campaigns are set up and monitored across social media channels. | Monthly |
| Produce a monthly digital and content newsletter with details on social media performance and content produced across the month. | 12 newsletters | At the beginning of each month |
| Work with the in-house content team to produce social media products [creatives, videos and posts] that support UNICEF India key advocacy priorities and campaigns and are in line with UNICEF standards.A time 20 hrs/week is required for this task. | High quality products including creatives, videos and social media posts are published across UNICEF India channels. | Monthly |
| Work with the in-house digital team to monitor UNICEF India social media presence and support in community management.A time of 10 hrs/week is required for this task. | Daily monitoring of social media channels for comments, messages and UNICEF mentions. | Monthly |
| Travel - International (if applicable) |  |
| Travel - National (please include travel plan)***Please specify here clearly the States and Districts where travel is required, number of trips, whether by air or train, number of days of outstation travel, terminals, travel within districts, if applicable, etc. so that the candidates can provide all-inclusive deliverable based fees.*** | * Number of trips (air/train) = 2 trip
* Number of days of outstation travel = 10 days (for estimating taxi charges)
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| Per Diem/DSA (if applicable) | * Number of days of outstation travel = 10 days
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| **Minimum Qualifications required:** | **Years of Experience/Knowledge/Expertise/Skills required:** *At least 3 years-experience running multiple social media channels and campaigns for a large organization, preferably in the social sector; experience in producing content for the UN and/or Govt. is desirable.* |
| [x]  Bachelors [ ]  Masters [ ]  PhD [ ]  Other Enter Disciplines: *Bachelor’s degree in communication, journalism, creative writing or any other relevant discipline* |  |
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| [**Competitive Selection Criteria**](https://unicef.sharepoint.com/%3Ax%3A/r/sites/DHR/_layouts/15/Doc.aspx?sourcedoc=%7Bda0b1215-ade3-4345-8188-e2b7df9b2fa4%7D&action=default&uid=%7BDA0B1215-ADE3-4345-8188-E2B7DF9B2FA4%7D&ListItemId=353&ListId=%7B465BE47D-174D-4461-B4D6-18B9FC34CB32%7D&odsp=1&env=prod&web=1&cid=a9bfc2d5-3213-4b69-9b04-acb0c830c6d1) **(for clarification see** [**Guidance)**](https://unicef.sharepoint.com/%3Aw%3A/r/sites/DHR/_layouts/15/Doc.aspx?sourcedoc=%7BB3E3517A-8BBF-4368-90FE-7DBCD31544EA%7D&file=Guidance%20on%20Completing%20the%20Selection%20Matrix%20for%20Consultants%20and%20Individual%20Contractors.docx&action=default&mobileredirect=true)A) Technical Evaluation (maximum of 70Points) B) Financial Proposal (minimum of 30 Points)A1. Relevant educational qualifications of the candidate [Max 5]A2. Relevant work experience [Max 15]A3. Minimum two Work Samples showcasing report generated for different social media accounts of previous employer and content strategy plan [Max 20]Candidates scoring a minimum of 32 marks out of 40 for criteria mentioned above will be called for the interview.A4. Interview [ Min. 24 and Max 30]Total technical score – 70. Minimum overall qualifying score is 56. Only those candidates who meet the overall qualifying marks of 56 will be considered technically responsive and their financials will be opened |
| **Administrative details:**Visa assistance required: [ ] [x]  Home Based [ ]  Office Based:  |  **If office based,** seating arrangement identified: [ ] IT and Communication equipment required: [ ] Internet access required: [ ]  |
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**Text to be added to all TORs:**

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.

The General Terms and Conditions of Contract (Consultants) are [**ATTACHED**](https://unicef.sharepoint.com/sites/DHR/DocumentLibrary1/Forms/AllItems.aspx?id=%2Fsites%2FDHR%2FDocumentLibrary1%2FTalent%20Acquisition%2FConsultant%20and%20Individual%20Contractor%20CoE%2FHRD%20GTCs%20consultants%2Epdf&parent=%2Fsites%2FDHR%2FDocumentLibrary1%2FTalent%20Acquisition%2FConsultant%20and%20Individual%20Contractor%20CoE) ***(please attach the GTCs while advertising or sharing the TOR with candidates).***