TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

Title: National Consultant of Oky (a mobile phone period tracker and menstruation education application) Coordinator for Indonesia	Duty Station: *Jakarta (Home-based)*

Purpose of Activity/Assignment:

The purpose of the assignment is to coordinate the implementation of the Oky Indonesia initiatives including within UNICEF and with external stakeholders, project management, technical guidance and proper monitoring and supervision to ensure key performance indicators are on track and targets achieved on time.

Background:

Oky is the first-of-its-kind open-source mobile phone period tracker and menstruation education application co-created with and for girls in Low- and Middle-Income Countries. Oky illustrates innovative tech design that tackles the taboo, stigma, misconceptions/ harmful practices, and lack of quality information about menstruation and Sexual Reproductive Health (SRH) for girls. Oky was built together with girls to meet their digital realities (connectivity, devices, literacy, gatekeepers) and increase girls' digital literacy while learning about their bodies, puberty, and reproductive health.

Indonesia was one of the initial pilot countries for Oky and was developed with girls across Indonesia using extensive user consultations and girl-centered design approaches. The Indonesia Oky app version was launched in May 2020, during the Covid-19 situation, with the theme "periods don't stop for pandemics," by UNICEF and partners, in conjunction with a series of educational events and a social media campaign.

Indonesia has promoted using digital and in-person marketing activities, including the Menstrual Hygiene Day campaign by the Ministry of Education and Culture (MoEC), Government of Indonesia. UNICEF Indonesia also hosted webinars and competitions for adolescents; talk shows with medical doctors and social media health influencers on Instagram Live, and webinars collaborating with social media influencers, Softex and Indonesian Red Cross, Chapter East Nusa Tenggara Province.

Starting in April 2023, the Oky Indonesia app is being hosted and maintained by the Perkumpulan Keluarga Berencana Indonesia (PKBI), a non-governmental organization (NGO) that pioneered the family planning movement in Indonesia. The partnership with PKBI uses a franchise business model, where the franchise partner is responsible for overseeing the localization and deployment of Oky in Indonesia.

Over the next 15 months, UNICEF, PKBI, and partners will collaborate to promote Oky uptake across Indonesia, focusing on reaching marginalized girls in remote, underserved areas. The strategies being implemented include digital marketing promotion, in-person promotion in schools and via health services, the inclusion of Oky content in digital teacher training packages, and peer-to-peer methodology.

Purpose

UNICEF Indonesia is seeking the services of a dedicated Consultant to coordinate all Oky Indonesia activities and provide technical assistance for contextualizing the planned initiatives and activities of scaling up the Oky app across Indonesia. It includes reviewing the Oky app and the content management system together with PKBI as Oky Indonesia franchise partner, building coordination with the UNICEF team, Oky Core team, and implementing partners, providing technical support for the implementation of online campaigns and in-person promotion, piloting the peer-to-peer prototype, and integration of Oky into the government portals, monitoring the progress and reporting. To operationalize the initiative, the consultant will perform the tasks and deliver the outputs as outlined below.

The Consultant will work under the overall guidance of the Chief of WASH section and day-to-day supervision of the WASH Specialist based in Jakarta.

Scope of Work:

Key tasks include, but are not limited to:

1. Project management
    -   Lead overall coordination of all Oky Indonesia initiatives and activities including with all stakeholders within UNICEF and externally and arrange/participate in meetings as needed.
    -   Provide close monitoring, facilitation and trouble-shooting support including adjustment of the workplan as/when needed to ensure that all activities are delivered on time and within scope
    -   Analyze programme implementation and provide regular updates on progress and challenges to core Oky team and relevant UNICEF Indonesia country office staff for necessary corrective actions
    -   Establish and maintain comprehensive project documentation including regular documentation of insights, learnings and outcomes of activities. Document lessons learned from the implementation for review within UNICEF office and wider sharing with other Oky programme countries and relevant stakeholders.
    -   Monitor and report on progress against the monitoring, evaluation and learning (MEL) plan, progress against key performance indicators, including documenting evidence from government and key stakeholders, supporting in-app surveys, co-ordinating in-person data collection from Oky users and their communities with partners, and attending regular calls with the Oky core team MEL specialist to review learnings
    -   Support PKBI on user analytics and reporting on user engagement of Oky Indonesia
    -   Support any in-country impact assessment research in collaboration with research institutes
    -   Collect and document key project information and data from UNICEF Field offices, implementing partners and line ministries in support of regular DFAT reporting, results and lessons learned

2. Stakeholder management
    -   Act as key point of contact for Oky Indonesia internal and external stakeholders in Indonesia and facilitate regular check-ins and meetings among collaborators for coordination including regular communication with the Oky core team
    -   Support dissemination of the Oky programme and new partnership building for scaling up (e.g. by developing presentation and communication materials of Oky Indonesia work)
    -   Identify and set up a community of SRH, Menstrual Hygiene and Health (MHH) and GenderTech organisations in Indonesia and organize regular community of practice calls toshare insights, get advice, best practices and collectively promote scale up of the Oky initiatives.

3. User acquisition, promotion and marketing
    -   Support management of digital marketing initiatives for Oky Indonesia (eg. vendor management: develop strategies to leverage existing digital channels such as U-Report; etc).
    -   Review of digital marketing strategies; including editorial plan and achievement
    -   Support coordination and partnership building efforts with private companies (e.g. mobile operators and Softex) to leverage private sector networks/platforms to scale up Oky
    -   Set up and manage in-person outreach activities through partner networks and channels
    -   Set up and manage integration of Oky app and content into community activities and government portals
    -   Set up and manage targeted promotion of Oky to disabled girls through disability and inclusion NGOs networks and channels in Indonesia, based on user consultations

- Lead Oky offline promotion in Islamic School (Madrasah) and Islamic Boarding School (Pesantren) through coordination with Ministry of Religious Affairs
- Support PKBI in Oky digital marketing channels handover

4. Technical assistance
   - Provide deployment support to PKBI such as technical support on setting up and running girls' consultations, app updates and upgrades, creation of iOS etc
   - Support implementation of the peer-to-peer methodology pilot by developing a plan, coordinating with UNICEF field offices, government and implementing partners and documenting the process and outcomes.
   - Support user consultations with girls with disabilities and document findings and recommendations
   - Provide other technical assistance and support to Oky Indonesia activities as needed
   - Support PKBI to identify sustainable strategies for scaling up Oky.

Supervisor: Muhammad Zainal	Start Date: **19 June 2023**	End Date: ***18 June 2024***

Work Assignment Overview

Tasks/Milestone	Deliverables/Outputs	Timeline	Estimate Budget
Marketing strategy. Design practical promotion strategies both online and offline, including media sharing mechanism between partners.	Submit a practical promotion strategy both online and offline, including media sharing mechanism between partners.	21 July 2023 (20 days)	10%
Monitoring and Evaluation. Support in-app Survey review and dissemination conducted by the Oky franchise partner, and review of implementing partners' KPI.	Submit implementing partners' KPI analysis report based on in-app survey report conducted by Oky franchise partner.	22 September 2023 (40 days)	15%
Inclusion. Disseminate Oky peer-to-peer prototype to stakeholders, implementing partners and Madrasah and/or Islamic Boarding Schools.	Submit a report on dissemination of peer-to-peer prototype to implementing partners, Islamic Boarding Schools, and other stakeholders.		
Reporting. Develop an updated reporting mechanism and communication to the Oky core team	Submit an updated progress report with close consultation with Oky core team.	22 November 2023 (40 days)	15%
Oky partner sharing mechanism. Identify potential stakeholders and promotional partners and documentation of best practices and create sharing learning session.	Submit documentation of promotional best practices and sharing learning event report.		
Campaign Review. Provide an analysis report of the Oky social media	Submit Oky social media performance analysis report.	19 January 2024	15%

performance and ways forward over the past 6 months		(40 days)	
Mapping of features. With coordination with the Oky core team, review of Oky cross-country updates and identify relevant features for Oky Indonesia	Submit a mapping Oky cross-country updates with recommendation of relevant features for Oky Indonesia.		
Content Development. Support review of new content development and implementation	Submit a matrix of new content proposed for the Oky Indonesia update.	22 March 2024 (40 days)	15%
Identify Promotional Tool. Manage and review Oky promotion media tool such as handbook, comic strip, merchandise, etc.	Submit the Oky promotion media tool review report with a google drive to be easily accessed by partners.		
Sustainability. Support development of fundraising strategies for Oky Franchisee Partner	Submit fundraising strategies developed with the Oky franchise partner.	24 May 2024 (40 days)	15%
Training toolkit development. Review and update Oky training toolkit for activation event	Submit an updated Oky training toolkit for the activation event.		
Reporting. Provide comprehensive project report and recommendation for ways forward	Submit a comprehensive project report with clear recommendation on ways forward.	21 June 2024 (20 days)	10%
Coordination meeting. Conduct 10 coordination meeting during the period of assignment.	Submit a final meeting report	21 June 2024	5%

Minimum Qualifications required:	Knowledge/Expertise/Skills required:
⊠ Bachelors ☐ Masters ☐ PhD ☐ Other Enter Disciplines:	• University degree in Marketing, Social Sciences, Gender Studies, International Development, digital marketing, ICT, etc. Master's degree in related disciplines is preferable. • Experience with relevant area to UNICEF's Gender and Innovation / Oky / digital SRH and CSE work. • Specific experience in working on digital projects, products, and services, or innovation in Indonesia; experience working with women and girls preferred • At least five years of progressively responsible professional experience and

	demonstrated track record in the area of coordination, project management, communication, and outreach – experience in operations in digital development/tech preferred
	• Creative, innovative thinker who can also translate ideas into practical applications; "get things done" mindset.
	• Self-starter who is happy to hit the ground running; independently motivated who doesn't require extensive set-up processes, training, orientation, or strategy development.
	• Proven skills in communication, networking, strategic thinking, advocacy, negotiation, and ability to relate this to innovation and young people.
	• Proven ability to conceptualize, plan and execute ideas.
	• Fluency in English both oral and reporting.
	• Specific experience working in Indonesia in a digital development setting (desirable).