**INDIVIDUAL CONTRACTOR ADVOCACY & COMMUNICATIONS LEAD, YUWAAH**

1. **BACKGROUND / RATIONALE**

 In recent years, UNICEF’s work to support the unique needs of young people has gained momentum, as the challenges facing them have come more sharply into view. UNICEF is committed to deliver for all children and adolescents through its overall impact goal of ‘realizing the rights of every child, especially the most disadvantaged.

Building on the current work with, and for, adolescents, in line with the United Nations Youth Strategy, UNICEF is developing a new global partnership, Generation Unlimited (GenU), which is dedicated to expanding opportunity for young people from ages 10 to 24 years. Maximising the potential of the United Nations system, Governments, Civil Society Organizations and the private sector, and of young people themselves, GenU is focused on finding new ways to ensure that every young person is in school, undergoing formal or informal learning or training, or is employed by 2030. The focus will be on reaching those in the greatest danger of being left behind: including girls, young people with disabilities or on the move, or affected by conflict and natural disasters.

The India version of GenU has been named YuWaah. It signifies catalytic partnerships to unleash the potential of adolescents and young people. Since its launch in November 2019, YuWaah has built alliances with a range of stakeholders such as the Government, civil society, UN and other international organizations, the corporate sector and, of course, young people themselves. It has provided a platform for exchange of ideas, dissemination of existing employment, skilling and learning initiatives, youth engagement and amplification of youth aspirations, choices and unmet needs.

1. **PURPOSE OF ASSIGNMENT**

The proposed position – Consultant, Advocacy & Communications, YuWaah in India – will be a part of the national YuWaah secretariat, and will work under the technical guidance of Chief Operating Officer, YuWaah, and the Strategic Advisor, Advocacy & Communications with overall guidance from Chief of Generation Unlimited, Youth Development and Partnerships. S/he will be responsible for leading the advocacy and communications efforts for YuWaah.

**3. OBJECTIVE/S**

S/he will lead advocacy and communications efforts for YuWaah, including drafting the annual communications and advocacy strategy, executing the strategy, managing the communications team and providing communications support across pillars for YuWaah.

**4. MAJOR TASKS TO BE ACCOMPLISHED**

Main responsibilities and tasks:

**Annual Communications strategy –** Support in developing, maintaining and updating a clear communication strategy and associated work plan to support the YuWaah partnership and get young people’s issues into the public domain, strengthen political commitment in support of their participation/engagement, education, age appropriate skilling/training and employability in close collaboration with Communication, Advocacy & Partnership (CAP) & Communications for Development (C4D) sections and other UNICEF staff and state office staff as well as various actors of the partnership.

* Strategy and work plan to include: an environmental and stakeholder assessment; objectives; target audiences; messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement; ongoing refinement of the strategy.
* Rights and results-based programming approach is appropriately reflected in the communication strategy, work plan and products.
* Support the Gen-U national and global Gen-U communications objectives and strategies through development of complementary country specific and local community materials and activities. Work plan should anticipate the inclusion of work on global priorities and campaigns.
* Support the YuWaah India brand strategy.
* Lead the execution of the developed strategy.

**Management of day-to-day communications activities –** Oversee and implement the day-to-day communications activities as well as provide support across various YuWaah teams in terms of technical and communications support, working alongside the Communications, Advocacy and Partnership (CAP) and Communications for Development (C4D) sections at UNICEF India, as well as other relevant UNICEF sections and YuWaah states.

* Provide communications and technical support in accordance with central communications requirements as well as teams across YuWaah
* Oversee the implementation of the digital media and mass media strategies
* Oversee and manage agencies contracted to support YuWaah’s communications requirements
* Gatekeep YuWaah’s digital media properties, including the website, social media channels, and mailing list.

**Public Advocacy –** Provide advocacy and communications support on YuWaah’s initiatives with partners, young people and UNICEF team in its public advocacy campaign and engagement to communicate the story of YuWaah partnership to a wider audience.

* Help position YuWaah as a thought leader in its focus areas.
* Support the communication and public advocacy campaign by working with the above Ministries, partners, young people and UNICEF Team to collaborate on multi-media initiatives.
* Work in collaboration with the above Ministries and UNICEF communications team to promote a better understanding of, respect and support for YuWaah by carrying out media initiatives and information & education activities with various stakeholders including CSOs/NGO partners, young people and corporate partners.
* Support to establish, document, review and refine process of communicating to identify, develop, distribute and evaluate variety of public advocacy materials in multiple, appropriate formats.
* Ensure or enhance the quality, appropriateness of communication materials, activities, processes and messages transmitted to the press, partners and public.
* Write and edit human interest stories, social media material as applicable.
* Ensure all qualitative aspects of audio visual, print, digital material produced in coordination with design/AV/design/PR agencies meet UNICEF technical, ethical, and brand guidelines and are suited for digital and traditional media channels.

**Networking and partnerships –** Supportthe Gen-U secretariat established to harness achieving the objectives of the YuWaah in its communication strategy.

* Develop, maintain and update partners contact list/database.
* Help establish, document, review and refine process of working collaboratively with partners, including meetings, joint projects, information sharing etc.
* Ensure or enhance the quality, consistency and appropriateness of communication and advocacy materials, activities, processes and messages shared with partners.
* Support development/provide input into donor proposals and reports on YuWaah
* Support national advocacy activities around YuWaah including preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits).

**National priorities and campaigns** – Support Ministry of Education; Skill Development and Entrepreneurship; Youth Affairs, partners, young people and UNICEF team on Gen-U global/local/national campaigns including communication of solutions at scale, grand challenge, new ideas and young people engagement. Both disseminating these elements in a locally-appropriate way, as well as providing/enabling coverage of the work in the country for global use.

* Support communication aspects for dissemination of identified solutions at scale, grand challenge and new ideas.
* Collaborate and coordinate advocacy communication plans and activities with partners working on young people's participation to optimize their voice and contributions to the YuWaah/Gen- U Brand and resource mobilization efforts.
* Support young people participation in governance, co-creation of solutions and influencing.
* Support development, implementation and monitoring of massive engagement of young people for YuWaah.
* Support communications needs for national focus campaigns, initiatives and movements, including the ongoing #YoungWarrior movement.

**Monitoring and evaluation -** Ensure that communication baselines are established against which the achievement of objectives of the Gen-U communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis.

* Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary.
* Undertake lessons learned, review of successful and unsuccessful communication experiences and share observations/findings so that best practices benefit UNICEF’s communication work.
* Provide support in collating and providing regular updates to relevant stakeholders

**5. DELIVERABLES AND DEADLINES**

Specific service / outputs to be delivered at a specific time as per stated objectives and performance / quality requirements**.**

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| **S. No** | **Major Task** | **Deliverable** | **Specific delivery date/deadline for completion of deliverable (please mention as date/no. of days/month)** | **Estimated travel required for completion of deliverable (please mention destination/ number of days)** |
|  | Support communication aspects for dissemination of identified solutions at scale, grand challenge, global youth challenge and new ideas. | Communication plan and collaterals for dissemination of solutions, grand challenges, global youth challenges and new ideas developed | End August 2021 | No travel required |
| Develop, maintain and update partners contact list/database. | Partner contact list/database updated and maintained |
|  | Support the communication and public advocacy campaign in collaboration with Government Ministries and CAP section in UNICEF  | Communication & public advocacy campaign note and action plan developed including key multi-media initiatives, including social media  | End September 2021 | No travel required |
| Collaborate and coordinate advocacy communication plans and activities with partners working on young people's participation to optimize their voice and contributions to the YuWaah brand and resource mobilization efforts. | Advocacy & communication plan and collaterals for engagement with young people and amplification of their voices developed |
|  | Support in developing, maintaining and updating the YuWaah advocacy and communications Strategy and work plan including an environmental and stakeholder assessment; objectives; target audiences; messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement. | Advocacy and communications strategy and workplan document  | End October 2021 | No travel required |
| Provide technical support to ensure that a set of communication performance indicators is identified and adjusted as necessary. | Communications performance indicators updated |
|  | Help establish, document, review and refine process of working collaboratively with partners, including meetings, joint projects, information sharing etc. Ensure or enhance the quality, consistency and appropriateness of communication and advocacy materials, activities, processes and messages shared with partners | Repository of collateral developed consisting of partner-related collateral, including YuWaah brand resources, communications pack, and outreach material | End November 2021 | No travel required |
|  | Support national advocacy activities around Gen-U including preparing information materials (e.g., press releases, programme summaries, country fact sheets, media kits, brochures, audio-visual communication material, event-related materials, etc).   | Information material (e.g., press releases, programme summaries, country fact sheets and media kits) developed  | End December 2021 | No travel required |
|  | Support young people participation in governance of YuWaah, co-creation of solutions and influencing. | In collaboration with the Youth Engagement specialist, strategy document developed to support the participation of the YPAT at YuWaah through digital initiatives | End January 2022 | No travel required |
|  | Support development, implementation and monitoring of massive engagement of young people for YuWaah | Create strategy document to engage young people across partner networks, including government partners such as the Ministry of Youth Affairs and Sports, andx CSO partners. | End February 2022 | No travel required |
|  | Work in collaboration with the above Ministries and CAP section to promote a better understanding of, respect and support for YuWaah by carrying out media initiatives and information & education activities with various stakeholders including CSOs/NGO partners, young people and corporate partners.  | Document of the media initiatives, information & education activities with CSO/NGOs, young people and corporate partners developed | End March 2022 | No travel required |
|  | Support to establish, document, review and refine process of communicating to identify, develop, distribute and evaluate variety of public advocacy materials in multiple, appropriate formats. Ensure or enhance the quality, appropriateness of communication materials, activities, processes and messages transmitted to the press, partners and public. | YuWaah collateral and dissemination plan for a variety of audiences including press, partners and public developed  | End April 2022 | No travel required |
|  | Write and edit human interest stories, social media material as applicable. | Documentation of human interest stories for variety of platforms – print, photos and video – developed as per UNICEF technical, ethical, and brand guidelines and are suited for digital and traditional media channels. | End May 2022 | No travel required |
|  | Support development/provide inputs into donor proposals and reports on YuWaah  | Donor proposals and reports prepared | End June 2022 | No travel required |
|  | Undertake lessons learned review of successful and unsuccessful communication experiences and share observations/findings so that best practices benefit UNICEF’s communication work. | Lessons learnt document developed  | End July 2022 | No travel required |

**6. DUTY STATION**

New Delhi

**7. SUPERVISOR**

The Advocacy & Communications Consultant will work under the technical guidance of Chief Operating Officer, YuWaah, and the Strategic Advisor, Advocacy & Communications with overall guidance from Chief of Generation Unlimited, Youth Development and Partnerships

**8. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)**

No official travel required

**9. ESTIMATED DURATION OF CONTRACT (PART TIME / FULL TIME)**

Full time contactor (11.5 months contract – August 2021 to July 2022)

**10. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT (Please use as applicable)**

**EDUCATION**

An Advanced University degree in international development, human rights, sociology, communication, journalism, public relations or closely related fields, or an advanced University degree with seven years of relevant professional experience in social development planning and management in child protection and/other related areas.

**WORK EXPERIENCE**

Five years of progressively responsible and relevant professional work experience in strategic communication, social development planning and management of youth engagement, advocacy and partnerships is required. Experience of working with large-scale campaigns and movements is preferred.

**LANGUAGES**

Fluency in English & Hindi (written and verbal) is required

**COMPETENCIES**

* Formulating Strategies and Concepts
* Relating and Networking
* Persuading and Influencing
* Applying Technical Expertise
* Adapting and Responding Change

**11. SELECTION PROCESS (tick one):**

**Quality and Cost Based Selection (QCBS)**

Technical score is 70 and financial score is 30.

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| **S. No.**  | **Criteria**  | **Maximum Score**  |
| **1**  | **Educational Qualification**  | **10**  |
| An Advanced University degree in international development, human rights, sociology, communication, journalism, public relations or closely related fields, or an advanced University degree with seven years of relevant professional experience in social development planning and management in child protection and/other related areas. |   |
| **2**  | **Relevant Experience**  | **15**  |
| 5+ years of progressively responsible and relevant professional work experience in strategic communication with high level organisations (such as international/multilateral organisations) with experience of working with large scale programmatic communication.  |    |
| **3**  | **Technical knowledge and skills**  | **20**  |
| Technical knowledge of advocacy and communication theories and strategies. Knowledge of CMS management, mailchimp etc.as well as an understanding of communications and advocacy in YuWaah’s context. Fluency in English, Hindi or any other local language (written and verbal) is required. A writing sample (not exceeding 700 words in MS word) would need to be submitted, Also a pitch note on communications & advocacy ideas for YuWaah (Presentation with not more than 5 slides). |   |
| **Overall cut-off marks is 36. The candidates who score 36 marks and above will be considered technically responsive and will be shortlisted for the interview** |
| **4**  | **Interview (**minimum score 20 for qualifying) | **25**  |
|   | **Total technical score**  | **70**  |
| **Overall cut-off marks is 56. The candidates who score 56 marks and above will be considered technically responsive and their financials will be opened.**   |
| **5**  | **Financial**  | **30**  |
| **Total technical and financial score**  | **100**  |

**12. IDENTIFICATION OF RISKS FOR THE CONSULTANCY/INDIVIDUAL CONTRACT AND PLAN FOR MITIGATION (FOR INTERNAL PURPOSE ONLY)**

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| **S.No**  | **Risk**  | **Mitigation**  |
| 1.  | Consultant is unfamiliar with UNICEF standards of communication  | We can ensure the Consultant is given access to relevant online courses/resource material to familiarise them with UNICEF standards of communication  |
| 3.  | Losing of important documents, reports, and other information on completion of the consultancy.  | The documents, reports, studies, and other important information will be kept and maintained in UNICEF share point under the supervision of UNICEF staff member.  |
| 4  | Risk of non- adherence to UNICEF standards and guidelines  | The supervisor will ensure that the contractor is aware of the SOPs on engaging with partners, and with children as well as PSEA.  |

**13. PAYMENT SCHEDULE**

The contractor's payment will be made against monthly progress reports and deliverables as mentioned in Table above.