

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

Title: Advocacy Specialist to support UNICEF DRC Communication and Advocacy team	Funding Code: ORE	Type of engagement <input checked="" type="checkbox"/> Consultant	Duty Station: <u>KINSHASA</u>
<p>Purpose of Activity/Assignment:</p> <p>Present in the Democratic Republic of the Congo (DRC) for more than 60 years, UNICEF DRC is the largest country office in Africa and among the largest globally. UNICEF implements both humanitarian and development programmes in DRC and is increasingly following the humanitarian-development-peacebuilding “nexus approach” to ensure joined-up, coherent and mutually reinforcing interventions.</p> <p>The goal of the Communications and Advocacy Section is to put DRC’s children at the heart of national, regional and global agendas by being the leading voice, brand, advocate and partner for the rights of every child. We work closely with the donor relations unit and programme sections to deliver key results for children.</p> <p>The purpose of the assignment is to support the Communications and Advocacy section by providing dedicated advocacy expertise to advance the implementation of the Country Office’s humanitarian advocacy strategy, programme-related advocacy strategy and environment strategy, and support the development of the advocacy component of the Communications and Advocacy Strategy for 2025-2026.</p>			
<p>Scope of Work:</p> <p>November 2024 to March 2025 will be an especially busy period for the Communications and Advocacy Section with multiple high-level events and missions in the pipeline. These activities will take place within the broader context of transitioning to a new country programme in 2025 which requires substantial strategic planning as well as the mpox outbreak response and the conflict and displacement crisis in the east of the country.</p> <p>As such, the team is looking for an experienced and multi-faceted communications and advocacy professional who can support and contribute to a small but industrious team. This role will encompass advising on the development of communication and advocacy strategies and implementation plans, supporting multiple high-level events, media engagement, donor visibility, content creation, and empowering young people to make their voices heard.</p>			
<p>Deliverables:</p> <p>Deliverable 1: Support UNICEF DRC to implement its humanitarian advocacy strategy.</p> <p>Deliverable 2: Support UNICEF DRC to advance its youth environment advocacy strategy.</p> <p>Deliverable 3: Support UNICEF DRC to prepare for its flagship Environment Forum in Q1 2025.</p>			

Deliverable 4: Support UNICEF DRC to conceptualize a multi-annual, cross-sectoral child protection communications and advocacy campaign.

Deliverable 5: Support UNICEF DRC to develop a communications and advocacy plan for the first two years of the next country programme.

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: 2024/2025	Requesting Section/Issuing Office:	Reasons why consultancy cannot be done by staff: The Communications and Advocacy team temporarily requires extra capacity to ensure work planned for Q4 2024 and Q1 2025 is completed to an excellent standard.
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Included in Annual/Rolling Workplan: Yes No, please justify:

This consultancy has arisen due to the temporary need for extra human resource capacity during an exceptionally busy period during which the team needs to maintain momentum in implementation of its humanitarian and environment advocacy strategies, support the development of key advocacy messages for each programme section, and define the vision and lay foundations for the advocacy strategy over the next four years.

Consultant sourcing: <input type="checkbox"/> National <input checked="" type="checkbox"/> International <input type="checkbox"/> Both	Request for: <input checked="" type="checkbox"/> New Consultant Contract <input type="checkbox"/> Extension/ Amendment
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Competitive Selection:

Advertisement Roster

Single Source Selection (Emergency - Director’s approval)

If Extension, Justification for extension:

Supervisor: Lianne Gutcher	Start Date: 1 November 2024	End Date: 28 February 2025
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Work Assignments Overview	Deliverables/Outputs	Delivery deadline	Estimated Budget
<p>Deliverable 1: Support the implementation of the humanitarian advocacy strategy and coordinate key advocacy messages from all programme sections.</p>	<p>Deliverable 1.1: Coordinate and participate in the fortnightly advocacy crisis cell call. Provide monthly context updates from advocacy/political angle.</p> <p>Deliverable 1.2: Working with country office, regional office and headquarters colleagues, develop a two-page brief in advance of the Security Council meeting in December.</p> <p>Deliverable 1.3: Working with partnerships colleagues, develop a concept and a script for an advocacy video.</p> <p>Deliverable 1.4: Develop a four-page advocacy handout.</p> <p>Deliverable 1.5: Update key humanitarian advocacy messages on a weekly basis</p> <p>Deliverable 1.6: Work with programme sections to develop key advocacy messages.</p>	<p>Fortnightly</p> <p>December 2024</p> <p>January 2024</p> <p>February 2025 Weekly</p> <p>February 2025</p>	<p>35 per cent</p>
<p>Deliverable 2: Support UNICEF DRC youth environment ambassadors to prepare for COP29.</p>	<p>Deliverable 2.1: Support campaigns officer to identify advocacy opportunities at COP29 during which youth ambassadors can participate and intervene.</p> <p>Deliverable 2.2: Support campaigns officer to ensure youth ambassadors are prepared for all events in which they will participate – including the development of talking points.</p>	<p>11 November</p> <p>11 November to 29 Nov</p>	<p>10 per cent</p>

<p>Deliverable 3: Support UNICEF DRC to prepare for its flagship Environment Forum in February 2025.</p>	<p>Deliverable 3.1: Develop a communications and advocacy plan covering before, during and after the forum.</p> <p>Deliverable 3.2: Draft a post-forum report capturing commitments made and action points to be followed up.</p>	<p>January 2025</p> <p>February 2025</p>	<p>15 per cent</p>
<p>Deliverable 4: Support UNICEF DRC to conceptualize a multi-annual, cross-sectoral child protection communications campaign.</p>	<p>Deliverable 4.1: Organize fortnightly meetings with internal participants.</p> <p>Deliverable 4.2: Draft concept note outlining the campaign strategy and roadmap.</p> <p>Deliverable 4.3: Work with protection team to develop key advocacy messages for ministerial conference in November</p>	<p>Fortnightly</p> <p>Feb 2025</p> <p>November 2024</p>	<p>20 per cent</p>
<p>Deliverable 5: Support UNICEF DRC to develop a communications and advocacy plan for the first two years of the next country programme.</p>	<p>Deliverable 5.1: Participate in Communications and Advocacy strategy retreat in Q1 2025</p> <p>Deliverable 5.2: Coordinate the participation of programme section chiefs at the Communications and Advocacy retreat and ensure their inputs and priorities are reflected in the new Communications and Advocacy strategy.</p> <p>Deliverable 5.3: Working in conjunction with the rest of the Communications and Advocacy strategy team, deliver a draft Communications and Advocacy Strategy for 2025-2026 ready for presentation to senior management.</p> <p>Deliverable 5.4: Update PowerPoint slides explaining the role and strategy of the communications and advocacy team.</p>	<p>28 Feb 2025</p> <p>28 Feb 2025</p> <p>28 Feb 2025</p> <p>28 Feb 2025</p>	<p>20 per cent</p>

	Deliverable 5.5: Support the finalization of the Communications and Advocacy Strategy further to any feedback from the senior management team.	28 Feb 2025	
Estimated Consultancy fee			
Travel International (if applicable)			
Travel Local (please include travel plan)			
DSA (if applicable)			
Other costs (TBD)			
Total estimated consultancy costsⁱ			

Minimum Qualifications required Minimum requirements to consider candidates for competitive process	Knowledge/Expertise/Skills required Listed requirements will be used for technical evaluation in the competitive process
<p> <input type="checkbox"/> Bachelors <input checked="" type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other </p> <p>Advanced university degree in Communications, Journalism, Public Relations, or a related field</p>	<p>Required Qualifications</p> <ul style="list-style-type: none"> • A minimum of 8 years of progressively responsible professional work experience in communication, print, broadcast, and/or new media or a related field • Proven experience in managing communication in emergency situations • Strong understanding of various media platforms and experience in content production • Excellent writing and editing skills, with an ability to convey complex information in a clear and concise manner • Experience working with UNICEF or other UN agencies is highly desirable • Fluency in French and English is required <p>Competencies</p> <ul style="list-style-type: none"> • Strong leadership and management skills • Excellent interpersonal and networking skills • Ability to work under pressure and manage multiple tasks simultaneously • Creative thinking and problem-solving skills • Cultural sensitivity and ability to work in a multicultural environment

Applicants will be asked to submit online at the time of application:

- CV

-Cover letter

-Applicants are invited to submit their financial bids in US dollars (USD) according to the following outline

Evaluation Criteria (This will be used for the [Selection Report](#) (for clarification see [Guidance](#)))

A) Technical Evaluation (e.g. maximum 75 Points)

B) Financial Proposal (e.g. maximum of 25 Points)

Les critères de sélection des candidats seront basés sur les qualifications, les compétences, l'expertise et l'expérience dans le domaine requis, et la qualité de l'offre technique et financière. Chaque dossier sera évalué d'abord sur ses mérites techniques, puis sur son coût.

L'offre technique sera notée sur 75 avec un seuil de passage de 50 points. L'offre financière est notée sur 25 et le maximum de points étant attribué à l'offre financière la plus basse des offres techniques qualifiées, les autres offres recevant une note inversement proportionnelle à l'offre financière la plus basse]. L'offre la mieux disante combinant les 2 notes sera retenue

Critères de sélection	Maximum Points (75)
1.1 Educational background	20
1.2 Relevant work experience	55
1.3. Other, if applicable	
1.4. Other, if applicable	
1.5. Other, if applicable	
Total Technical	75

Remarks:

Individuals engaged under a consultancy 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. Consultants 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 consultant 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 consultants 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. The vaccine mandate, 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.

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.