

9 October 2020

Terms of Reference

Consultancy for Communications and Research Dissemination with dedicated thematic support

Communication Unit

1. Background:

The Office of Research-Innocenti is the dedicated research office of UNICEF. It undertakes and commissions research on emerging or current issues of relevance for children in order to inform the strategic directions, policies and programmes of UNICEF and its partners. The Office explores emerging issues, identifies research gaps, brings together existing researchers and support to address critical questions and to inform global debates.

The communication unit is responsible for developing and implementing media and communication strategies and tools in support of global research uptake strategies, brand development, external relations, digital engagement and research facilitation for the Office of Research – Innocenti.

2. Objective(s):

The overall objective of the education communication and research dissemination consultancy is to develop and produce communication content and materials (text/audio/simple video/web seminars and social media posts) based on the research produced by the Office of Research – Innocenti, primarily for dissemination on its websites and social media channels, but may also include other printed materials, presentations. The content produced will contribute to wider visibility and increased uptake of UNICEF Innocenti education research and knowledge findings and publications. The selected candidate will work on communication content across several research units in coordination with the rest of the communication team and respective units, including dedicated support for the education, child protection, social and economic policy units, and other relevant research programmes as needed.

3. Specific activities to be completed to achieve the objectives:

- Work closely with Innocenti's Child Protection and Social and Economic Policy units initially for the January – March 2021 period. During this period, the consultant will also train with senior members of the communications team to learn about CP, SEP and research projects within the Education team, gradually taking on more dedicated support for education research, working with Education READ research team to become well versed in the education research projects and findings, including its objectives, key partners and the primary users of research outputs.
- Amplify visibility for report launches and campaigns by crafting targeted messages for social media channels as well as text for e-mail marketing and blogs highlighting UNICEF Innocenti education research projects, findings, events, publications, and research-related activities;
- Compile monitoring reports as needed for streams of content to measure engagement, downloads, uptake: Ensure digital communication about UNICEF Innocenti education research is monitored as part of and feeds into research uptake strategies.
- Development of PowerPoint presentations, infographics.
- Support events and workshops related to UNICEF Innocenti education research as needed.

- Maintenance of the social media channels (Twitter and FB) ensuring thematic support for child protection, education, and social and economic policy research. Content reaches segmented, targeted audience and stakeholders strategically.
- Coordination with UNICEF Innocenti Headquarters, Regional and Country Offices and partners – reducing redundancies and strategically amplifying and supporting partner education outputs, aligning and collaborating on content objectives.
- Communications support for the child protection, social and economic policy and education research outputs by UNICEF Innocenti.

4. Specific outputs and deliverables

- Social Media: Writing, editing, producing social media messages and campaigns, incorporating multimedia on different channels to drive traffic to Innocenti publications, initiatives and research activities published on unicef-irc.org each month - Continuous monitoring and building on results. Contributing to social media strategies and packs distributed across UNICEF, in coordination with other members of the communications team.
- Liaise with other members of Communications team to coordinate on research-focused articles, multimedia, and graphics development and dissemination.
- Ensuring website and other public channels are up-to-date in research areas consultant is serving as focal point on.
- Presentations and Webinars: Development, Design, Editing and Technical coordination and facilitation for continued Innocenti presentations and webinars, as needed.
- Blog facilitation: Coordinate and facilitate blogs from UNICEF Innocenti staff related to Innocenti publications, initiatives and research. Editing as needed in coordination with Managing Editor and Chief of Communication.
- Video: Contribute to online video creation on research and use of edited video footage, as needed to increase visibility – using Biteable and other software as needed to produce 2-4x short videos per month. Scripting and producing short videos as needed to promote research and events.
- Infographics: Produce 2-5 infographic or motion graphic per month on current Innocenti research – using Canva, Infogram software or other.

Phase	Date	Product or deliverable
1	31 January 2021	Daily social media; 5xgraphics; website updates with fresh content; 1x presentation; support for Child Protection and SEP units
2	28 February 2021	Daily social media; 5xgraphics; website updates with fresh content; 1x presentation; support for Child Protection and SEP units
3	31 March 2021	Daily social media; 5xgraphics; website updates with fresh content; 1x presentation; support for Child Protection and SEP units
4	30 April 2021	Daily social media; 5xgraphics; content creation and support for digital dissemination of research; dedicated comms support for specific projects within Child Protection, Education and SEP units – to be coordinated with comms chief and units
5	31 May 2021	Daily social media; 5xgraphics; content creation and support for digital dissemination of research; dedicated comms support for specific projects within Child Protection, Education and SEP units – to be coordinated with comms chief and units
6	30 June 2021	Daily social media; 5xgraphics; content creation and support for digital dissemination of research; dedicated comms support for specific projects within Child Protection,

		Education and SEP units – to be coordinated with comms chief and units
7	31 July 2021	Daily social media; 5xgraphics; content creation and support for digital dissemination of research; dedicated comms support for specific projects within Education, SEP and other units as needed – to be coordinated with comms chief and units
8	31 August 2021	Daily social media; 5xgraphics; content creation and support for digital dissemination of research; dedicated comms support for specific projects within Education and other units as needed – to be coordinated with comms chief and units
9	28 September 2021	Daily social media; 5xgraphics; content creation and support for digital dissemination of research; dedicated comms support for specific projects within Education and other units as needed – to be coordinated with comms chief and units
10	31 October 2021	Daily social media; 5xgraphics; content creation and support for digital dissemination of research; dedicated comms support for specific projects within Education and other units as needed – to be coordinated with comms chief and units
11	30 November 2021	Daily social media; 5xgraphics; content creation and support for digital dissemination of research; dedicated comms support for specific projects within Education and other units as needed – to be coordinated with comms chief and units
12	15 December 2021	Daily social media; 5xgraphics; content creation and support for digital dissemination of research; dedicated comms support for specific projects within Education and other units as needed – to be coordinated with comms chief and units

5. Qualifications and/or specialized knowledge/experience required and desirable for undertaking the assignment:

- Minimum of 3 years of experience in journalism, digital, multi-media or fields of study related to the Innocenti education research priorities;
- University degree in multi-media journalism, digital marketing, communication, journalism or relevant academic field of study with strong link to research uptake communication work;
- Proven experience in communicating about research and evidence products and findings to support uptake and to inform policy;
- Experience writing and producing web content in various formats;
- Experience with web CMS systems for publishing digital content in various formats;
- Familiarity with the fields of education research undertaken by Office of Research-Innocenti;
- Ability to work flexibly and get up to speed quickly using available CMS and mainstream social media platforms.
- Fluency in English essential; Italian and other UN languages (French, Arabic, Chinese, Russian, Spanish) are helpful.
- Familiarity with Adobe Creative Suite, editing and creating infographics; editing video and sound.
- Experience in social media promotion including Twitter and Facebook.

6. Duration of the consultancy:

Full-time consultancy over 11.5 months between 1st January 2021 through 15th December 2021.

7. Supervision and work arrangements:

Supervisor: Chief, Communications and Advocacy

This consultancy is based in UNICEF Office of Research – Innocenti (Florence, Italy), with flexibility for home-based work based on the COVID-19 situation. The work may include incidental travel to participate in field work, workshops or conferences.

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- 8. Core Values:** The following core values are expected to be exhibited by the consultant: Care, Respect, Integrity, Trust and Accountability.

This is an advertisement for non-staff contract, and prospective bidders are expected to quote their all-inclusive fees, taking into consideration, health insurance (including evacuation), visa fees, taxes, and so on, as applicable.