

## TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

<b>Title:</b>  Development of Communication Materials for Fundoo: Mobile Messaging based 21 <sup>st</sup> Century Skills Platform for Youth	<b>Funding Code:</b>  	<b>Type of engagement</b>  <input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Part-Time <input type="checkbox"/> Individual Contractor Full-Time	<b>Duty Station:</b>  <b>Kingston</b>	
<p><b>Purpose of Activity/Assignment:</b></p> <p><b>Background:</b>          UNICEF Jamaica seeks a consultant to support the local scale up of FunDoo, a chat-based learning platform. Originally developed in partnership with UNICEF India and Yuwaah, FunDoo is a WhatsApp-based interactive platform delivered via our U-Report social messaging service to help youth build 21st century skills and get career-ready. Through bite-sized, vernacular content, helping youngsters do small activities and build life skills. FunDoo India has reached 700,000 adolescent and young people with 21st Century Skills content.</p> <p>The FunDoo curriculum is based on UNICEF's 21st Century Skills framework. Our pedagogy derives from the principles of Experiential learning which we implement through the concept of 'tasks.' FunDoo is organized as a modular library of tasks that learners can choose from and is not sequential. Each task is designed to focus on one primary skill (as outlined in the framework), besides positively impacting a host of secondary skills.</p> <p><b>Objective</b>          This role will create communication and multimedia materials that will be used to (i) promote the service publicly and (ii) communicate to users within the service (i.e. inside WhatsApp). The successful candidate will work closely with the Jamaica Country Office (including project team members), the global Office of Innovations and local partners to ensure timely and quality delivery of relevant (communication materials) components of the project.</p> <p>The project must result in the following key outcomes:</p> <ul style="list-style-type: none"> <li>i. 13,500 Jamaicans aged 13+ participate in Fundoo tasks during the first year of operation since launch</li> <li>ii. Contribute towards a UNICEF Jamaica Country Office goal of 3,000 adolescents participating in learning and skills development opportunities (outside of Fundoo) 2022-2026</li> </ul> <p>The consultant will report directly to the Communication Officer – Digital Media at UNICEF. All materials produced under the consultancy, both directly for the Fundoo platform and otherwise, must be reviewed by the Communication Officer – Digital Media at UNICEF, the Education Specialist and U-Report Youth Council</p>				

### Key Functions, Accountabilities & Tasks

Under the guidance of the Communication Officer – Digital Media/Youth Focal Point and in close collaboration with the Fundoo – Project Manager, the consultant/firm is required to produce communication materials during the 3-month period of the consultancy.

#### Key deliverables, timeline and Payment schedule:

- **Month 1 (20 per cent)**
  - Localize/Jamaicanize the global Fundoo logo
  - Create two cartoon characters/personas
- **Month 2 (40 per cent)**
  - Create static carousel of graphics adapting content from animated video
  - Create static carousel of graphics explaining Fundoo & other U-Report services
  - Create templates, formatted for:
    - Static social media posts – formatted for horizontal, square and vertical
    - Video – formatted for horizontal, square and vertical
    - Event agendas
    - PowerPoint template for presentations
  - Create T-shirt design
  - Create poster design
- **Month 3 (40 per cent)**
  - Animated video, using personas, that explains how users can access and use the service – formatted for horizontal, square and vertical format video placement.
  - Create a jingle to be used in videos and voicenotes

Consultant to be paid upon completion of each of the deliverables grouped per month.

### 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:


N/A

**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](#)

<b>Budget Year:</b> 2022	<b>Requesting Section/Issuing Office:</b> Programme/Kingston Jamaica	<b>Reasons why consultancy cannot be done by staff:</b> Time constraints of staff and need for technical expertise.	
<b>Included in Annual/Rolling Workplan:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify: Support to the MOHW's COVID-19 response is document in the HPP work plan.			
<b>Work Assignment Overview</b>			
Tasks/Milestone:	Deliverables/Outputs:	Timeline	% of budget
<ul style="list-style-type: none"> <li>• <b>Month 1 (20 per cent)</b> <ul style="list-style-type: none"> <li>○ Localize/Jamaicanize the global Fundoo logo</li> <li>○ Create two cartoon characters/personas</li> </ul> </li> <li>• <b>Month 2 (40 per cent)</b> <ul style="list-style-type: none"> <li>○ Create static carousel of graphics adapting content from animated video</li> <li>○ Create static carousel of graphics explaining Fundoo &amp; other U-Report services</li> <li>○ Create templates, formatted for:               <ul style="list-style-type: none"> <li>▪ Static social media posts – formatted for horizontal, square and vertical</li> <li>▪ Video – formatted for horizontal, square and vertical</li> <li>▪ Event agendas</li> <li>▪ PowerPoint template for presentations</li> </ul> </li> <li>○ Create T-shirt design</li> <li>○ Create poster design</li> </ul> </li> <li>• <b>Month 3 (40 per cent)</b> <ul style="list-style-type: none"> <li>○ Animated video, using personas, that explains how users can access and use the service – formatted for horizontal, square and vertical format video placement.</li> <li>○ Create a jingle to be used in videos and voicenotes</li> </ul> </li> </ul>			
<b>Supervisor:</b> Ross Sheil		<b>Start Date:</b> Feb 1, 2023	<b>End Date:</b> May 1, 2023

<b>Estimated Consultancy fee</b>			
Travel International (if applicable)	N/A		
Travel Local	N/A		
<b>Total estimated consultancy costs<sup>1</sup></b>			
<b>Minimum Qualifications required:</b> <ul style="list-style-type: none"> <li>• A university degree in communications or related field</li> <li>• A minimum of 5 years of professional experience practicing in creating multimedia communication materials</li> </ul> <input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other	<b>Knowledge/Expertise/Skills required:</b> <ul style="list-style-type: none"> <li>• Excellent graphic design, animation, multimedia and communication skills</li> <li>• Experience working with youth-based organizations, non-government organizations, the education sector, UNICEF or the United Nations is an asset.</li> </ul>		
<b>Administrative details:</b> Visa assistance required: N/A Transportation arranged by the office: N/A <input type="checkbox"/> The successful candidate must have access to a motor vehicle as the consultancy requires travel within country <input type="checkbox"/>	<input checked="" type="checkbox"/> Home Based <input type="checkbox"/> Office Based with flexibility to work from home: If office based, seating arrangement identified: <input type="checkbox"/> IT and Communication equipment required: <input type="checkbox"/> Internet access required: <input type="checkbox"/>		
<b>Request Authorised by Section Head</b>  	<b>Request Verified by HR:</b>		
<div style="display: flex; justify-content: space-between;"> <div> <i>Approval of Chief of Operations (if Operations):</i>   <hr/> </div> <div> <i>Approval of Deputy Representative (if Programme)</i>   <hr/> </div> </div> <div style="display: flex; justify-content: space-between; margin-top: 20px;"> <div> <i>Representative (in case of single sourcing/or if not listed in Annual Workplan)</i>   <hr/> </div> <div></div> </div>			

<sup>i</sup> 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

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.

## **HOW TO APPLY**

To apply, [click](#) on the Apply link found either at the beginning or at the end.

Candidates will need to submit:

- 1) a cover letter,
- 2) Financial proposal
- 3) CV that includes 3 relevant references.

In case of doubts please send your comments to Charlene [Buckley](#) [cbuckley@unicef.org](mailto:cbuckley@unicef.org) at least 3 working days before the deadline.