**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS**

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| **Title: Individual consultant for Advocacy and communications for YuWaah** |  | **Type of engagement**[x]  Consultant  | **Duty Station: New Delhi** |
| **Purpose of Activity/Assignment:** The proposed position will be a part of the national YuWaah secretariat and will work under the overall guidance of Advocacy & Communications Specialist, YuWaah. S/he will be responsible for supporting the partnerships, marketing, communications, branding and digital media efforts for YuWaah. |
| **Scope of Work *(Include Background/Rationale/Key Objectives of the Assignment)*:**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. In the above context, the proposed position is required to support the partnerships, marketing, communications, branding and digital media efforts for YuWaah, including providing inputs to the annual marketing and communications strategy, executing the strategy, and providing marketing & communications support across pillars for YuWaah and of its partners.**Main responsibilities and tasks:*** Support the communication and public advocacy campaign in collaboration with Government Ministries and CAP section in UNICEF including key multi-media initiatives and including social media.
* 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.
* Support in developing the YuWaah and Fundoo digital advertising campaign.
* 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).
* Write and edit human interest stories, social media material as applicable. including print, photos and videos- To be developed as per UNICEF technical, ethical, and brand guidelines and are suited for digital and traditional media channels.
* Collate and send out the YuWaah quarterly newsletter.
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| **Child Safeguarding** Is this project/assignment considered as “[Elevated Risk Role](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Guidance%20on%20Identifying%20Elevated%20Risk%20Roles_finalversion.pdf?CT=1590792470221&OR=ItemsView)” from a child safeguarding perspective?        [ ]    YES    [x]    NO     If YES, check all that apply:                                                                                                                                                     **Direct contact role**[ ]  YES     [x]   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:

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**Child data role**[ ]  YES    [ ]   NO

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| 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](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/SitePages/Amendments-to-the-Recruitment-Guidance.aspx) and [Child Safeguarding FAQs and Updates](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Child%20Safeguarding%20FAQs%20and%20Updates%20Dec%202020.pdf)   |

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| **Supervisor:** *Advocacy and Communications specialist NOC* | **Start Date: 01.04.2023** | **End Date: 31.03.2025** |
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| Work Assignments Overview (*Include Major Tasks and Activities)* | Deliverables/Outputs | Timeline/Date for submission of Deliverable |
| Support the communication and public advocacy campaign in collaboration withGovernment Ministries and CAP section in UNICEF including key multi-media initiatives and including social media | A total of 1000 digital posts published across social platforms like LinkedIn, Twitter and Instagram spread across the contract period in agreement with the supervisor. (70-80 input days estimated) | At least 50 digital posts to be published by the end of every calendar month.  |
| Collaborate and coordinate advocacy communication plans and activities with partners working on young people'sparticipation to optimize their voice and contributions to the YuWaah brand and resource mobilization efforts. | 48 thought leadership posts like a OPED or a Long format Linkedin post spread across the contract period in agreement with the supervisor.(40-45 input days estimated) | 2 thought leadership post by the end of every calendar month.  |
| Support in developing the YuWaah and Fundoo digital advertising campaign  | 480 creatives developed for the digital advertising campaigns run from time to time.(50-55 input days estimated) | 20 creatives by the end of every calendar month. |
| 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). | 24 Press releases/notes. 1 press release every month for 24 months. (70-75 input days estimated)  | 1 press release by the end of every calendar month. |
| Write and edit human interest stories, social media material as applicable. including print, photos and videos- To be developed as per UNICEF technical, ethical, and brand guidelines and are suited for digital and traditional media channels. | A total of 48 human stories along with photo bank spread across the period of contract in agreement with the supervisor.(140-150 input days estimated) | 2 human stories along with photo bank submitted by the end of every calendar month. |
| Collate and send out the YuWaah quarterly newsletter | Bi -monthly newsletterdesigned, compiled,and sent outTotal of 12 Newsletters during the contract period. (55-60 input days estimated) | One news letter by the end of every two calendar months. |
| **Estimated Consultancy fee (INR) 2,211,600****USD 27,112.90 (Ex. Rate USD 1 = Rs.81.57)** |  |  |
| Travel - International (if applicable) | NA |  |
| Travel - National (please include travel plan)***The incumbent may have to undertake field trips as a part of the completion of the deliverables to State capitals and districts where YuWaah interventions/ programmes would be organised. It is approximated to undertake 12 trips of 2 days each by Air during the duration of the contract. Travel within districts may be required as per the situation and need of the hour however duly approved by the supervisor.*** | * Number of trips (air/train) = 24 trips
* Number of days of outstation travel = 48 days (for estimating taxi charges)
* Travel within districts
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| Per Diem/DSA (if applicable) | * Number of days of outstation travel = 24 days (for estimating per diem)
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| **Minimum Qualifications required:** | **Years of Experience/Knowledge/Expertise/Skills required:** |
| [ ]  Bachelors [x]  Masters [ ]  PhD [ ]  Other Enter Disciplines: Post graduate university degree in Communication or related fields like Journalism / Public Relations / external relations / public affairs / corporate communications | * Minimum three years of progressively responsible and relevant professional work experience in journalism, media relations, and communication.
* Demonstrated track record of supporting high-quality, top-tier media coverage in support of organizational priorities and advocacy objectives.
* Experience across digital, print, broadcast and new media.
* Proven ability to write engaging, flawless copy for media on tight deadlines in English.
* Strong interpersonal skills in being able to develop and maintain effective working relations with a diverse range of stakeholders.
* Ability to work independently, be proactive and possess strong organizational skills, with good attention to detail.
* Knowledge of global and national affairs, youth empowerment and issues, public policy, international development and humanitarian issues.
* Experience working in a developing and emergency environment is desirable.
* Previous work experience with UNICEF or other UN agencies is an asset.
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| **Competitive Selection Criteria (for clarification see** [**Guidance)**](https://unicef.sharepoint.com/%3Aw%3A/r/sites/DHR/_layouts/15/Doc.aspx?sourcedoc=%7BB3E3517A-8BBF-4368-90FE-7DBCD31544EA%7D&file=Guidance%20on%20Completing%20the%20Selection%20Matrix%20for%20Consultants%20and%20Individual%20Contractors.docx&action=default&mobileredirect=true)A) Technical Evaluation (maximum of 70 Points) B) Financial Proposal (minimum of 30 Points)

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| **Category** | **Maximum Points** |  |
| **1.1 Educational background** | 20 |  |
| **1.2 Relevant work experience**  | 20 |  |
| **1.3. Pitch Note (Ideas for YuWaah – MS powerpoint with no more than 5 slides -To be submitted along with application)** |  10 |  |
| Candidates scoring 40 and above will be shortlisted for interview |
| **1.4 Interview** | 20 |  |
| **Total Technical**   | 70 | 56 |

Qualifying score in technical evaluation is 56 out of 70. |
| **Administrative details:**Visa assistance required: [ ] [x]  Home Based [ ]  Office Based: |  **If office based,** seating arrangement identified: [ ] IT and Communication equipment required: [ ] Internet access required: [ ]  |

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.

The selected candidate 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 candidates 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. It 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.

The General Terms and Conditions of Contract (Consultants) are [**ATTACHED**](https://unicef.sharepoint.com/sites/DHR/DocumentLibrary1/Forms/AllItems.aspx?id=%2Fsites%2FDHR%2FDocumentLibrary1%2FTalent%20Acquisition%2FConsultant%20and%20Individual%20Contractor%20CoE%2FHRD%20GTCs%20consultants%2Epdf&parent=%2Fsites%2FDHR%2FDocumentLibrary1%2FTalent%20Acquisition%2FConsultant%20and%20Individual%20Contractor%20CoE) ***(please attach the GTCs while advertising or sharing the TOR with candidates).***