

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

Title of Assignment	Digital Communication Consultant	
Requesting Section	Communication, Advocacy and Partnerships	
Location	Place of assignment: This assignment will be primarily remote based, serving the Malawi Country Office with an approximate 12-day visit to country to achieve two deliverables. The consultant may be required to attend high-profile events / visits in country during the 12-day period of the consultancy.	
Contract Duration	Five Months	
Estimated number of working days	50	
Planned Start and End Date	From: 23 rd May 2024	To: 23 rd October 2024

BACKGROUND AND JUSTIFICATION

A central component of UNICEF Malawi Country Office's communications and public advocacy engagement is its ability to deliver quality, compelling informative content via social media channels and to curate high-quality photography. This is critical to the maintenance and enhancement of the UNICEF brand globally, ensuring continuing advocacy and resource mobilization efforts are achieved. Digital platforms are frequently used by influential and / or youth audiences. As such they provide an important function to advocate around children's issues, to build social movements, and to influence policy makers.

PURPOSE OF THE ASSIGNMENT

The purpose of the assignment is to deliver strong, creative social media content, to generate strong social media assets and to develop a new digital social media page for UNICEF Malawi.

The consultancy is required to produce high-quality, creative social media content for the Communication, Advocacy and Partnerships Section to enhance UNICEF Malawi Country Office social media output. The consultancy includes producing high-quality photography and short film(s) during the in-country assignment to augment the social media content for UNICEF in Malawi. This temporary assignment with specific deliverables will enable the country office to meet expected level in respect of delivering quality, content and fulfilling critical activities.

SCOPE OF WORK/OBJECTIVES

The Communication Consultant will work remotely for the majority of this contract with 12-days in country.

The purpose of the consultancy is to:

1. To create and edit content for UNICEF Malawi's social media platforms.
2. Establish UNICEF Malawi on new platform.
3. To produce high-quality audiovisual (photography and film) and written content during 10-day mission.
4. To provide capacity-training of Communication, Advocacy and Partnerships Section during mission.
5. To provide an end of month social report for four months within the duration of contract.

SPECIFIC TASKS

1. Create and edit content for UNICEF Malawi's social media platforms:
 - To generate at least four-month social media plans. Plans are to include text (programme, advocacy) and proposed visuals to accompany text.
 - To produce at least eight (8) creative, compelling assets (e.g. infographics, puzzles, animations, reels etc): two per month.
2. Establish UNICEF Malawi on new platform(s):
 - write a concept note outlining objective, purpose and usage of LinkedIn for Malawi CO
 - Write two months' worth of content for LinkedIn, including consideration of visuals.
 - Draft considered concept piece for Malawi CO to establish own WhatsApp channel, including recommendations.
3. To produce high-quality audiovisual (photography and film) and written content during 12-day mission
 - Produce at least two child-focused advocacy priority short films for social media purposes during field mission in Malawi. Film to include graphics (text etc).
 - Produce two human-interest stories (with text and photography).
 - Create at least 30 high quality photographs (captioned and edited) for advocacy and / or resource mobilization purposes.
4. To conduct training for CAP Section team members. Should take place during mission.
5. To provide an end of month social report for four months within the duration of contract:
 - Generate monthly social media analytics to track and identify optimum times for posting and interacting with external audiences.
 - Social media report to include information on high-performing and less successful posts and recommendations on how to improve performance on digital channels.

REPORTING REQUIREMENTS

To whom will the consultant report (supervisory and any other reporting/communication lines):

- The consultant will report to Chief, Communication Advocacy and Partnership with frequent coordination with the Communication Officer (Advocacy and Partnerships) and UN Volunteer Communication Officer who are based in Lilongwe, Malawi.
- The consultant will furthermore consult and interact with other members of the Communication, Advocacy and Partnership team, audiovisual consultants and Programme Section Chiefs, where required.

What type of reporting will be expected from the consultant and in what format/style will the submissions of reports/outputs be done:

- Within first week, consultant will provide a proposed work plan to the supervisor based on the expected deliverables and delivery schedule.
- Monthly update reports on deliverables achieved.
- Regular discussions will be held face-to-face and virtually, and the consultant is expected to stay in touch via telephone, emails, and other online platforms.

How will consultant consult and deliver work and when will reporting be done:

- The consultant will be working remotely serving the Malawi Country Office with a 12-day visit to country to achieve two deliverables.
- The consultant may be required to attend high-profile events / visits in country during the 12-day period of consultancy.
- The consultant will provide monthly deliverables based on an agreed work plan and delivery schedule.
- In the first week of the month, the consultant will produce a work plan outlining the key deliverables in consultation with the contract supervisor. Where amendments arise during the month, a formal email will be shared and attached to the monthly report.
- The consultant will present the draft documents and the final report to UNICEF as agreed during the time of engagement and as per the work plan.

EXPECTED DELIVERABLES

In alignment with the scope of work described above, the consultant will be expected to perform the following activities and deliverables per the schedule and estimated dates below as well as any other activities as deemed necessary and related to the successful delivery of the assignment. Due to the nature of this assignment, the consultant will carry out activities which are mostly similar in output across the months, for which there will be monthly payments will be based on satisfactory performance-service delivery.

Table 1: Expected Deliverables against Task and Milestones`

Task/Milestone	Deliverable/Outcome (e.g. Inception, progress, final reports, training material, workshop, etc.)	Estimated # of days	Planned Completion date	Estimated cost-percentage payable
Two months' social media plans	Two comprehensive social media plans to include text and visuals (June and July)	8	5 th June 2024	15%
Creative social media assets	Creation of four creative assets for inclusion into June and July social media monthly plans	3	10 th June 2024	5%
New social media platforms established	Concept note that considers establishment of two platforms (LinkedIn and WhatsApp)	1	18 th June 2024	5%
Two months' social media plans - to include text and visuals - 8 days	Two comprehensive social media plans (August and September)	8	15 th July 2024	15%

Creative social media assets created	Creation of four creative assets into August and September social media plans	3	20 th July 2024	5%
Establishment of LinkedIn platform for UNICEF Malawi CO	Creation of two months' worth of high-quality content, including actual visuals	10	5 th August 2024	10%
Short films for social media	Creation of two short films, filmed, edited	6	26 th August 2024	10%
Photography (from field mission)	Thirty (30) high quality photographs, captioned and edited	2	30 th August 2024	15%
Capacity strengthening on social media	Team social media capacity training	1	3 rd September 2024	5%
Human interest stories written	Two human interest stories completed	3	10 th September 2024	10%
Monthly social media report	Generation of four social media analytic reports (one each month)	4	8 th October	5%
TOTAL		50		100%

However, as the actual starting date may impact the dates estimated in the TOR, a detailed workplan with exact timeframes and actual delivery dates will be jointly agreed upon between the consultant and the supervisor upon contract signature and which will be updated on a regular basis as needed.

PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

The performance of work will be evaluated based on the following indicators:

- Completion of tasks specified in TOR.
- Compliance with the established deadlines for submission of deliverables
- Quality of work
- Demonstrating high standards in cooperation and communication with UNICEF and counterparts
- Adherence to UNICEF's child safeguarding policy

PAYMENT SCHEDULE

All payments, without exception, will be made upon certification from the supervisor of the contract of the satisfactory and quality completion and submission of deliverables and upon receipt of the respective and approved invoice. 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.

The consultancy cost will be based on an all-inclusive fee basis which will include all cost related to this assignment including, professional fee, travel and living cost, transportation cost (fuel, car hire, etc.), stationary, communications etc. No other costs are payable under this consultancy.

DESIRED COMPETENCIES, TECHNICAL BACKGROUND AND EXPERIENCE

Academic qualification: First university degree in relevant topic: communications, social sciences, international relations, computing, economics etc.

Work experience:

- At least seven years' experience in working in communications in an office which operates nationally or internationally, of which at least four years' experience with a specialism on digital communication output and of which at least three years' experience creating films and photography for social media output.
- Demonstrable experience in reputation management, particularly in respect of online communications.
- Experience of working in an international team and respecting cultural sensitivities.

Technical skills, knowledge and strength areas:

- Strong writing skills in English, particularly for social media platforms.
- Up-to-date graphic design skills.
- Photography using SLR (or other) camera.
- Skills in shooting video, ideally to UNICEF standards.
- Knowledge of captioning photographs.
- Knowledge of social media analytics.
- Good comprehension of all popular social media platforms.
- Strong interpersonal skills, particularly with working with people from different nationalities.
- Demonstrable experience of interacting, engaging with people in vulnerable communities, experience of working in rural terrains across the African continent an advantage.

Languages: Fluency in written and spoken English required.

ADMINISTRATIVE ISSUES

UNICEF will regularly communicate with the consultant and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work.

As per policy on consultants, the individual will be expected to complete a list of mandatory training, including policies on Prohibiting and Combatting Fraud and Corruption, Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgement upon acceptance of the offer.

Before the issuance of the official contract, the individual consultant is requested to:

- complete the applicable mandatory trainings.
- ensure that the visa (where applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. The consultant is solely responsible for both the visa and own health insurance.

- the selected consultant is 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 candidates to disclose their disability during their application in case they need reasonable accommodation during the selection process and afterwards in their assignment.

Consultants must have their own equipment, tools and materials needed to perform their services. They will use their own laptops/computers, any application or system needed to complete the assignment.

The access to UNICEF email and system is restricted to UNICEF staff therefore consultants should not be granted access unless it is imperative to complete assignment. The need for email access will be determined in consultation with the contract supervisor and will require approval from management.

CONDITIONS

- The consultancy will be for a period of five months.
- The candidate selected will be governed by and subject to UNICEF's General Terms and Conditions for individual contracts.
- No contract may commence unless the contract is signed by both UNICEF and the consultant.
- The consultant will be based remotely and with some short-term travel to Lilongwe, Malawi.
- The consultant will be paid an all-inclusive fee (stationary, communication and other miscellaneous expenses) as per the stipulated deliverable and payment schedule.
- The consultant is not entitled to additional payment for overtime, weekends or public holidays.
- Transport will be provided to the consultant during in-country field travel, if planned and approved.
- No travel should take place without an email travel authorization from section prior to the commencement of the journey from the duty station.
- Standard UNICEF procedures will apply for invoicing and all other financial management requirements set out in the contract.
- Standard penalty clauses will also apply for late and poor-quality deliverables. The supervisor of the contract will provide the consultant with the criteria for the evaluation of the quality of each deliverable.
- Additional details of UNICEF rules, regulations and conditions will be attached to the contract.
- The consultant will not have supervisory responsibilities or authority on UNICEF budget.
- 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.

HOW TO APPLY

Interested consultants should provide the following:

1. Curriculum Vitae.
2. Brief technical proposal (no longer than five pages) demonstrating the consultant's understanding of the assignment and approach/methodology to the assignment.
3. Financial proposal including a breakdown of their all-inclusive fees (including professional fees, travel, living cost, visa and other costs). Complete the attached form.



Financial
Proposal.xlsx

4. References details from at least 3 supervisors, including the current supervisor.