

TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTORS/ CONSULTANTS

PART I		
Title of Assignment	<i>International Consultancy:</i> Content development for communication material on shock-responsive social protection in Malawi	
Section	Social Policy	
Location	Home-Based	
Duration	Contract period 3.5 months	
Start and End Date	From: 19.10.2020	To: 31.01.2021

BACKGROUND

Malawi has been hit with consecutive and successive climatic shocks over the last few years. With a low capacity to cope, and little time to recover, the country has witnessed escalating food and nutrition insecurity. In this context, humanitarian food response, most commonly referred to as 'MVAC', has increased considerably, reaching 6.7 million people across 24 of the 28 districts between July 2016 and March 2017. This was the largest and longest response in the country's history. In 2017, 1,043,000 people in 20 districts have been identified as phase 3 food insecure.

With pre-existing high and chronic levels of food and income insecurity, any shock further negatively impacts the most vulnerable populations. Poor people are among the groups most exposed to and suffering the most from shocks, including drought or floods: Limited livelihood options, resources, and access to services, mean that these households are the least able to withstand shocks, especially without resorting to negative coping mechanisms. Major negative events, particularly rainfall and loss of off-farm employment, contribute to the poor households remaining in their status, and also increase the likelihood of non-poor households falling into poverty.

Social Protection Programmes are currently unable to predictably meet chronic needs and systems are not prepared to effectively expand or facilitate humanitarian interventions in times of crisis. To date, important investments have been made in the social protection sector, but coverage has remained limited, and the system has suffered from insufficient integration in programme design and consistency of programmes' objectives.

Humanitarian action has in practice been filling the gap by responding to chronic needs which ought to be addressed by social protection systems. In turn, the social protection system hasn't been leveraged to implement a more cost effective humanitarian response thereby leading to a suboptimal response, drawing on humanitarian budgets, technical expertise, and stretching the positioning of humanitarian actors as non-government stakeholders. The underlying vulnerabilities of Malawi, including chronic levels of food insecurity and high exposure to climate risks, "are an important factor in producing recurrent humanitarian emergencies". As such, predictable seasonal patterns, and even minor weather variations currently result in humanitarian crisis.

To tackle this issue, efforts have been made by the Government of Malawi, in line with global commitments, to expand the current coverage of the social protection system and better align humanitarian action and social protection. Through the Malawi National Social Support Programme II, the government has made a strong commitment to design and implement a social protection system that: covers more people, provides complementary support to respond to the multiple and compounding needs of the population, and that is sensitive to shocks, i.e. that contributes to mitigate, respond to and recover from shocks, in collaboration with the humanitarian sector. This notably includes the ability of key social protection programmes to temporarily scale up to expand in response to a shock when needs of the population are exceeded and scale back down.

JUSTIFICATION

Shock-sensitive social protection is a topic that has attracted a lot of interest from different actors, within and external to Government, including from Development Partners, Donors, NGOs and Government Ministries. This large number of actors creates a vibrant environment for SSSP discussions, related research and piloting. Since 2015 | 16 more and more initiatives in this area take place each year.

Different actors have brought in, and partially operationalized, different approaches towards SSSP that fail to follow a joint understanding in Malawi, despite broad guidance in MNSSP II. The flipside of this diverse SSSP environment is that there is a wealth of different approaches, objectives, agendas and mandates being brought to SSSP in Malawi, creating a rich environment of expertise. However, the lack of a shared understanding and fragmentation among partners is becoming increasingly palpable as more and more initiatives are being undertaken.

Shock-sensitive social protection is a relatively young concept within UNICEF which requires better communication to fulfil its full potential in linking social protection with humanitarian interventions. UNICEF Emergency Operations, as well as the health, WASH, education and protection sections require a better understanding of SSSP in order to be able to identify entry points for closer cooperation with government social protection programmes.

PURPOSE OF THE ASSIGNMENT

The purpose of the assignment is threefold:

- To support the UNICEF Malawi Country office and partners to communicate on Shock-Sensitive Social Protection with a non-technical audience;
- To support the UNICEF Malawi Country office and partners to communicate on achievements with donors;
- To support the UNICEF Malawi Country office to communicate on on Shock-Sensitive Social Protection with other sections;

The assignment is carried out in stages over the period of 3.5 months, though is not expecting to absorb full-time.

SCOPE OF WORK/OBJECTIVES

The key objectives for this consultancy are as follows:

1. Based on technical documents and key informant interviews with UNICEF and WFP staff, develop a story-board for a 3-4 minute documentary video, explaining why SSSP is important in the Malawi context, and showcasing the positive effect of Shock-Sensitive Social Protection in Malawi;
2. Based on technical documents and key informant interviews with UNICEF and WFP staff, develop a story-board for a 2-3 minutes animated video explaining briefly what Shock-Sensitive Social Protection (SSSP) is and as an example, how the Malawi Social Cash Transfer Programme already expands vertically in response to shocks, and has the potential to further expand coverage and services in the future, if systems allow;
3. Based on technical documents and key informant interviews with UNICEF and WFP staff, write copy and conceptualize an infograph that explains *SSSP as a concept in general*, including the type of infograph, introduction text (<100 words), headlines and subheadings;
4. Based on technical documents and key informant interviews with UNICEF and WFP staff, write copy and conceptualize an infograph that explains *SSSP as a concept in the Malawi specific context*, including the type of infograph, introduction text (<100 words), headlines and subheadings;

5. Based on technical documents and key informant interviews with UNICEF and WFP staff, write copy and conceptualize an infographic that explains *how the SCTP has scaled up vertically, and can increase coverage and services*, including the type of infographic, introduction text (<100 words), headlines and subheadings;
6. Based on the content for the above infographic (SSSP as a concept in Malawi), write copy and conceptualize an infographic that explains the SDG grant, DFID, and Irish Aid contributions to advancing SSSP in Malawi conceptually, showcasing effective contribution coordination;
7. Based on technical documents and key informant interviews with UNICEF staff, write a two-pager on UNICEF's position and contribution towards SSSP in Malawi;

REPORTING REQUIREMENTS

- For subject matter aspects, the consultant will report to a team of one Social Policy Specialist (for subject matter aspects) and one Communication Officer (for technical aspects), both based at the UNICEF Malawi Country Office;
- The consultant will report to the above team through regular Skype calls;
- The consultant will deliver a draft of each deliverable, allow for 2 rounds of comments for each and submit a finalized product after incorporating feedback;
- As this assignment is supporting joint funding (UNICEF, WFP, ILO), the drafts will be shared not only with UNICEF but further with WFP and ILO where required – comments from partner agencies will be addressed jointly.

EXPECTED DELIVERABLES

In alignment with the scope of work as described above, the consultant will be expected to perform the following activities and deliverables as per the schedule and estimated dates below:

Task	Deliverable/ Outcome	Planned completion date	% of total fee payable
Develop a story-board for a 3-4 minute documentary video, explaining why SSSP is important in the Malawi context, and showcasing the positive effect of Shock-Sensitive Social Protection in Malawi;	Video story-board for documentary on SSSP in Malawi developed	16.11.2020	100%
Develop a story-board for a 2-3 minutes animated video explaining briefly what Shock-Sensitive Social Protection (SSSP) is and as an example, how the Malawi Social Cash Transfer Programme already expands vertically in response to shocks, and has the potential to further expand coverage and services in the future, if systems allow;	Video storyboard on SSSP in general, and the Malawi SCTP as an example developed	16.11.2020	
Based on technical documents, write copy and conceptualize an infograph that explains <i>SSSP as a concept in general</i> , including the type of infograph, introduction text (<100 words), headlines and subheadings;	Infographics copy and concept on SSSP developed	21.12.2020	
Based on technical documents, write copy and conceptualize an infograph that explains <i>SSSP as a concept in the Malawi specific context</i> , including the type of infograph, introduction text (<100 words), headlines and subheadings;	Infographics copy and concept on SSSP in Malawi developed	21.12.2020	
Based on technical documents, write copy and conceptualize an infograph that explains <i>how the SCTP has scaled up vertically, and can increase coverage and services</i> , including the type of infograph, introduction text (<100 words), headlines and subheadings;	Infographics copy and concept on SSSP as part of the SCTP developed	21.12.2020	
Based on the content for the above infograph (SSSP as a concept in Malawi), write copy and conceptualize an infograph that explains the SDG grant, DFID, and Irish Aid contributions to advancing SSSP in Malawi conceptually, showcasing effective contribution coordination;	Infographics copy and concept on complementary donor contribution to SSSP in Malawi developed	21.12.2020	
Based on technical documents, write a 2-3 page brief on UNICEFs contribution towards SSSP in Malawi;	Section Brief on SSSP developed	11.01.2021	

However, as the actual starting date may impact the dates estimated in the TOR, the exact timeframes and actual delivery dates will be jointly agreed upon between the consultant and the supervisor upon contract signature. Interim delivery dates for each activity will be agreed at the onset of the assignment and quality checks will be conducted against each completed deliverable. Full payment will be made upon completion of the entire assignment and following certification from the supervisor of the contract of the satisfactory delivery of all the activities and upon approved invoice.

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;
- Demonstration of high standards in cooperation and communication with UNICEF and counterparts;

PAYMENT SCHEDULE

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

No travel is foreseen as part of the contract.

DESIRED COMPETENCIES, TECHNICAL BACKGROUND AND EXPERIENCE

- Master's degree in communications, media, or a related field;
- Minimum of 5 years work experience in copywriting with proven experience of developing written content for Development Partners and/or NGOs;
- Proven background knowledge on social protection and particularly shock-sensitive social protection is a strong asset;
- Demonstrated ability to produce high quality, creative communication materials;
- Excellent writing skills and strong communication skills;
- Ability to communicate complex content in an easily understandable, engaging and child-friendly manner;
- Previous experience in working with UNICEF or other like organizations is an asset;

Languages:

- Excellent command / highly proficient in spoken and written English;

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 and individual contractors, 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 acknowledgment. Within 5 days of the contract commencement, the consultant/individual contractor is requested to complete the applicable mandatory trainings.

CONDITIONS

- The consultancy will be on a long-term arrangement basis over a period of 3.5 months, however the consultant will only work the days required to develop the deliverables in the agreed number and quality during this contract period.
- 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 working from home.
- The consultant will be paid an all-inclusive fee (including the required reading hours, as well as preparatory interviews to develop the content, stationary, communication and other miscellaneous expenses) as per the stipulated deliverable and payment schedule.
- The consultant is not entitled to payment for overtime, weekends or public holidays, medical insurance, taxes, and any form of leave.
- No travel is foreseen under this contract, therefore no travel-costs will be reimbursed.
- 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.
- Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- The assignment is an off-site support.

HOW TO APPLY

Interested consultants should provide the following:

- Curriculum Vitae
- Brief technical proposal (no longer than five pages) demonstrating the consultant's understanding of the assignment and approach/methodology to the assignment
- References details
- Sample content produced in English
- 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

