**INDIVIDUAL CONSULTANT- STRATEGIC ADVISOR, ADVOCACY & COMMUNICATIONS, YUWAAH (GEN-U IN INDIA)**

**1. BACKGROUND**

In recent years, UNICEF’s work to support the unique needs of young people has gained momentum, as the challenges facing them have come more sharply into view. UNICEF is committed to deliver for all children and adolescents through its overall impact goal of ‘realizing the rights of every child, especially the most disadvantaged.

Building on the current work with, and for, adolescents, in line with the United Nations Youth Strategy, UNICEF is developing a new global partnership, Generation Unlimited (GenU), which is dedicated to expanding opportunity for young people from ages 10 to 24 years. Maximising the potential of the United Nations system, Governments, Civil Society Organizations and the private sector, and of young people themselves, GenU is focused on finding new ways to ensure that every young person is in school, undergoing formal or informal learning or training, or is employed by 2030. The focus will be on reaching those in the greatest danger of being left behind: including girls, young people with disabilities or on the move, or affected by conflict and natural disasters.

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.

**2. PURPOSE OF ASSIGNMENT**

The consultant will work closely with the Lead, Communications & Advocacy and will provide strategic inputs to strengthen and expand YuWaah’s advocacy and communications efforts, with a focus on engaging the ecosystem of YuWaah’s partners and advisory board.

**3.OBJECTIVE/S**

Provide overall strategic guidance to ensure YuWaah is able to effectively engage with its stakeholders, further develop YuWaah’s Advocacy agenda and position YuWaah as a thought leader in its space.

**4. MAJOR TASKS TO BE ACCOMPLISHED**

Main responsibilities and tasks:

**Communication strategy –** Support in further developing, maintaining and updating YuWaah’s communication strategy and associated work plan to support the partnership and get young people’s issues into the public domain, strengthen political commitment in support of their education, engagement, age appropriate skilling/training and employability working closely with the Lead, Advocacy and Communications at YuWaah India in collaboration with Communication, Advocacy & Partnership (CAP) & Communications for Development (C4D) sections and other UNICEF staff and state office staff as well as various actors of the partnership*.*

* Strategy and work plan to include: an environmental and stakeholder assessment; objectives; target audiences; messages and media mix; resources; specific actions, activities and products; monitoring and evaluation of impact; success and opportunity for improvement; ongoing refinement of the strategy.
* Rights and results-based programming approach is appropriately reflected in the communication strategy, work plan and products.
* Support the YuWaah and global Gen-U communications objectives and strategies through development of complementary country specific and local community materials and activities. Work plan should anticipate the inclusion of work on global priorities and campaigns.
* Support YuWaah and GenU brand strategy

**Public Advocacy –** Support theMinistry of Human Resource Development; Skill Development and Entrepreneurship; Youth Affairs, YuWaah partners, young people and UNICEF team in its public advocacy campaign and engagement to communicate the story of YuWaah partnership to a wider audience.

* Provide strategic direction to position YuWaah as an influential thought leader in its focus areas by disseminating knowledge resources to relevant stakeholders and documenting impact of the voices of young people captured
* Provide strategic guidance to advance the communication and public advocacy campaign by supporting YuWaah’s work with the above Ministries, partners, young people and UNICEF Team to collaborate on multi-media initiatives.
* Provide strategic direction to the work with the above Ministries and CAP section to promote a better understanding of, respect and support for YuWaah partnership in India by carrying out media initiatives and information with various stakeholders including CSOs/NGO partners, young people and corporate partners.
* Ensure or enhance the quality, appropriateness of communication materials, activities, processes and messages transmitted to the press, partners and public.
* Provide strategic guidance to ensure YuWaah is able to effectively engage with its stakeholders and leverage the strength of its partners to build the YuWaah brand.

**Networking and partnerships –** Supportthe **YuWaah** secretariat established to harness achieving the objectives of the **YuWaah** in its communication strategy.

* Help establish, document, review and refine process of working collaboratively with partners.
* Ensure or enhance the quality, consistency and appropriateness of communication and advocacy materials, activities, processes and messages shared with partners.
* Support development/provide input into donor proposals and reports on Gen-U in India
* Provide strategic input and direction to national advocacy activities around Gen-U including preparing information materials (e.g., press releases, programme summaries, country fact sheets and media kits).
* Support communications & advocacy initiatives with partners at a national level, while supporting state advocacy plans.

**Monitoring and evaluation -** *Ensure that communication baselines are established against which the achievement of objectives of the Gen-U communication strategy are regularly evaluated; analysis is undertaken to continuously improve the effectiveness of communication strategy, approach and activities; results and reports are prepared and shared on a timely basis.*

* Provide strategic support to ensure that the communication performance indicators identified capture the impact
* Undertake lessons learned, review of successful and unsuccessful communication experiences and share observations/findings so that best practices benefit UNICEF’s communication work.

**5. DUTY STATION**

New Delhi

**6. SUPERVISOR**

The consultant strategic advisor advocacy and communications for YuWaah will work under the technical guidance of Chief Operating Officer, GenU in India with overall supervision and guidance from Dhuwarakha Sriram, Chief of ADAP and GenU in India.

**7. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)**

No travel is required for the purpose of this consultancy.

**8. ESTIMATED DURATION OF CONTRACT (PART TIME / FULL TIME)**

Part time – 11.5 months contract (May 2021 to April 2022)

**9. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES**

**(CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE**

**ASSIGNMENT (Please use as applicable)**

**EDUCATION**

An advanced university degree in communications or related fields.

**WORK EXPERIENCE**

More than 15 years of progressively responsible and relevant professional work experience in strategic communication with high level organisations (such as international/multilateral organisations) with experience of working with large scale programmatic communication.

**LANGUAGES**

Fluency in English & Hindi (written and verbal) is required

**COMPETENCIES**

* Formulating Strategies and Concepts
* Relating and Networking
* Persuading and Influencing
* Applying Technical Expertise
* Adapting and Responding Change

**10. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)**

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| **S. No.** | **Criteria** | **Maximum Score** |
| **1** | **Educational Qualification** | **10** |
| An Advanced University degree in communications or related areas. |  |
| **2** | **Relevant Experience** | **15** |
| 15+ years of progressively responsible and relevant professional work experience in strategic communication with high level organisations (such as international/multilateral organisations) with experience of working with large scale programmatic communication. |  |
| **3** | **Technical knowledge and skills** | **20** |
| Technical knowledge of advocacy and communication theories and strategies. Fluency in English, Hindi or any other local language (written and verbal) is required. An experience note, detailing applicant’s applied experience in context to large scale impact-focused advocacy and communications initiatives relevant to the role would be a required submission (up to 700 words).  **Please share one work sample any relevant communication material developed by the candidate** |  |
| **Applicants scoring above 36 marks will be shortlisted for interview (80% of cumulative score from criteria 1-3)** | | |
| **4** | **Interview** | **25** |
| **Applicants who score 20 marks and above will qualify in the interview** | | |
|  | **Total technical score** | **70** |
| **Overall cut-off marks is 56. The candidates who score 56 marks and above and also meet the minimum cut-offs as mentioned above will be considered technically responsive and their financials will be opened.** | | |
| **5** | **Financial** | **30** |
| **Total technical and financial score** | | **100** |

**11. PAYMENT SCHEDULE**

The contractors’ payment will be made against individual deliverables.