



## **Terms of Reference**

### **Consultancy for Marketing and Communication of Mobile Messaging-based Project for Adolescent Health in Jamaica**

#### **Background:**

UNICEF Jamaica is launching a messaging-based project for adolescent mental health and requires a consultant to manage the implementation of marketing and communication of the project for a short-term duration.

Under the UNICEF-AstraZeneca partnership to reduce non-communicable disease among adolescents, UNICEF will launch an adolescent mental health chatline in partnership with the Ministry of Health and Wellness.

The project will make use of UNICEF's RapidPro – free, open-source software that facilitates building and scaling of mobile-based applications. This software is currently deployed in Jamaica via our U-Report mobile messaging service for youth, which has an accompanying U-Partners chatline management application, which will be used for this project.

This consultancy is expected to be carried out over during a 3-month period, beginning April 1, 2021 to help prepare for the launch and sustainability of marketing and communication efforts.

#### **Outcomes:**

The project must result in the following key outputs:

- i. 10,000 adolescents contacts with one-to-one counselling over mobile messaging during the first year of operation.
- ii. Contribute to an increase in help-seeking behaviour for mental health issues among the adolescent population.
- iii. At least 100,000 adolescents aware of the service after the first year of operation.

- iv. Study to be completed evaluating the first year of operation (to be completed separately by UNICEF and partners).

### **Scope of Work (duration of role: 3 months)**

UNICEF is seeking the services of a consultant who has the requisite skills to execute the major duties and responsibilities for the projects, as follows:

- i. Creation of marketing and communication strategy covering the following: key insights about two-way communication with our target demographic; tone of voice, branding and naming of service; recommended content and materials to be produced; an advocacy component, including stakeholder, supporter and influencer mapping; media and public relations; initial soft launch with word-of-mouth promotion; public launch on World Mental Health Day; and always-on marketing strategy for first 12 months of operation.
- ii. Creation of multimedia content and materials
- iii. Testing of strategy and material with youth focus groups and stakeholders.
- iv. Coordination of activities with U-Report Youth Council.
- v. Under the guidance of the Communication Officer, support the development, drafting and posting of content to social media

### **Payment schedule**

**Consultant to be paid monthly under submission of a monthly report with updates describing their contribution to the achievement of key activities described in this Terms of Reference.**

### **Reporting Requirements:**

The consultant will report directly to the Communication Officer – Digital Media at UNICEF. All material and content must be reviewed by the Communication Officer – Digital Media before being posted or shared.

### **Key Deliverables and timeframes:**

- i. Plan of work for execution over the 3 months of engagement submitted and approved – due 10 working days after beginning of contract.
- ii. Monthly report of the progress on the workplan – due on the 25<sup>th</sup> day of each month.
- iii. Draft marketing and communications plan outlined with supported details of execution included required video and audio content – submitted and approved – due 1 month after beginning of contract.

- iv. Strategy focus groups / stakeholder feedback – due 6 weeks after beginning of contract.
- v. Content and materials production, together with messaging for social media posts – due 2 month after beginning of contract.

### **Qualification and Experience:**

The candidate must possess:

- First degree in marketing communication or mobile technology-related fields.
- Have at least 5 years' experience in digital media and/or mobile messaging.
- Familiarity with RapidPro a plus.
- Demonstrated experience working with parents and adolescents, or in the health, education and non-profit sectors.
- Demonstrated knowledge of parenting and adolescent mental health issues.
- Familiarity with popular and emerging mobile messaging applications and social networks.
- Excellent written and verbal communication skills.
- Multimedia skills including graphic design, photography and video production and editing.

### **Proposal requirements**

- Completed profile in UNICEF's e-Recruitment system and provide Personal History Form (P11) Upload copy of academic credentials
- Financial proposal that will include:
  - Your monthly rate (in JMD\$) to undertake the terms of reference
  - Local travel costs as required as per TOR.
  - Indicate your availability
- Any emergent / unforeseen duty travel and related expenses will be covered by UNICEF.
- At the time the contract is awarded, the selected candidate must have in place current health insurance coverage.
- Payment of professional fees will be based on submission of agreed satisfactory 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.

### **For every child, you demonstrate....**

UNICEF's core values of Commitment, Diversity and Integrity and core competencies in Communication, Working with People and Drive for Results.

UNICEF is committed to diversity and inclusion within its workforce, and encourages all candidates, irrespective of gender, race, sexual orientation, nationality, culture, appearance, socio-economic status, ability, age, religious and ethnic backgrounds to apply to become a part of the organization.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will, therefore, undergo rigorous reference and background checks, and will be expected to adhere to these standards and principles.

### **Other terms**

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.

**Prepared by:**



March 3, 2021

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Ross Sheil

Communication Officer - Digital Media, UNICEF Jamaica

**Signed by:**

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Mariko Kagoshima

Representative, UNICEF Jamaica