**TERMS OF REFERENCE**

**Subject:** *Strategic Communications – Digital and South-South Cooperation*

**Type of contract**: *Consultancy*

**National / International:** *International*

**Proposed level**: Middle

**Duration**: 6 months

**Supervisor**：Digital Specialist and the Partnerships Specialist South-South Cooperation and Partnerships

**Funding Source**: GC, non-grant, 0860/A0/05/509/001/005 (50%)

WBS: 0860/A0/05/509/005/003, Grant: GS190002 (50%)

**1. Background**

A temporary appointment is being proposed jointly between Communication and South-South Cooperation and Partnerships (SSCP) Sections for strategic communication support in two areas: digital communication and SSCP.

On digital communication, work has commenced on driving UNICEF China’s overall digital transformation with the launch of the new UNICEF website. UNICEF China wants to continue to promote the website as it the first and foremost entry point to UNICEF for the general public, while improving its user experience with innovative tools and engaging content to maximize the interest and engagement. Meanwhile, it is vital to ensure that the website strictly follows the brand guidelines. A website strategy needs to be developed to guide the digital work of UNICEF China in the short and long run.

On SSCP, communication support is needed to develop and implement a related communication strategy, in close collaboration with key regional offices (ROs) and country offices (COs); and provide communication guidance and technical support to SSCP, ROs and Country Offices COs for the South-South Cooperation Assistance Fund (SSCAF) projects communication strategies’ implementation and monitoring. This includes identifying messaging, key opportunities, communication products, key media partners on SSC and outreach to relevant audiences.

**2. Objective (s)**

The position will have dual reporting to the Digital Specialist and the Partnerships Specialist South-South Cooperation and Partnerships. In close collaboration with other digital members, the incumbent is expected to develop and implement a website strategy to position UNICEF as the champion for children’s rights, while also being recognized as one of the top websites in terms of user experience among competitors, including from the private sector. Further, the incumbent will be expected to develop and finalise a SSCP communication strategy and provide SSCP-related communication guidance as needed to ROs and COs.

##### 3. Major Tasks, Deliverables & Timeframe

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| --- | --- | --- | --- | --- |
|  | Task | Expected Outputs | Duration (man-days) | Payment (% of fee) |
| 1. | Website strategy development and implementation | Website strategy developed and implemented | 25 days | Monthly invoicing |
| 2. | Review and optimize the website structure, content, brand identify, and technical tactics/tools to improve user experience | Monthly website in-depth report | 30 days | Monthly invoicing |
| 3. | Website SOP development and training | Standard of working process (incl. template, instruction, etc.) built up and documented as a series of working guide documents and 2 workshops held for communications staff and others. | 10 days | Monthly invoicing |
| 4. | SSCP communication strategy for China development and implementation | SSCP communication strategy developed and implemented, including but not limited to management of all needed China-Africa related communications such as China-Africa Yammer accountMonthly SSCP communication reports with details on related outputs | 35 days | Monthly invoicing |
| 5. | SSCAF projects’ communication strategies implementation monitoring in collaboration with ROs/COs | Visibility of China-UNICEF SSC enhanced in both cooperating countries and China | 30 days | Monthly invoicing |
| 6. | Other tasks as needed |  | 5 days | Monthly invoicing |

Complete submission of deliverables as per expected standard and quality as assessed by the supervisor is a prerequisite for payment of fee. UNICEF reserves the right to adjust or withhold payments for late deliverables or for deliverables not meeting expected quality.

**4. Methodology & Expected Output**

*The work is to be carried out in the UNICEF China office.*

**5. Timeframe**

The temporary appointment will begin on 15 October 2019 and end on 14 April 2020

**6. Supervision**

The position will have dual reporting to the Digital Specialist and the Partnerships Specialist South-South Cooperation and Partnerships. and work will be conducted in close cooperation with other members of the communication, SSCP and other relevant sections of UNICEF China and other regional offices and country offices.

**7. Consultancy Requirements**

Qualifications:

* *At least 6 years of relevant work experience*
* *Website management experience*
* *Well organized and structured*
* *Strong drive for results, taking pride in delivering as per expectation in terms of quality and timeliness*
* *Demonstrated strong writing and interpersonal communication skills. Experience of working effectively with diverse groups of stakeholders.*
* *Experience of working with UNICEF or another United Nations agency or international non-governmental organization.*
* *Initiative, passion and commitment to UNICEF's mission and professional values*