

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title Visibility and Partnership Relations consultant with a dedicated support to the Education team	Type of engagement <input checked="" type="checkbox"/> Consultant <input type="checkbox"/> Individual Contractor Part-Time <input type="checkbox"/> Individual Contractor Full-Time	Duty Station: Greece (Home based)
Purpose of Activity/Assignment: Assisting UNICEF's education partners in the field to ensure that UNICEF and donor visibility is maintained on digital platforms and field locations, while also adhering to regulations and guidelines. Additionally, boosting the visibility of UNICEF Greece's Education unit through various means such as dedicated support for sharing results, organizing events, and producing outreach reports. This involves collaborating with UNICEF Greece's communication and public/private fundraising experts to optimize outreach efforts.		
Scope of Work: <ul style="list-style-type: none"> Assist UNICEF's five education partners in the field to ensure that both UNICEF and donor visibility are maintained on digital platforms and in field locations, while also complying with regulations and guidelines. Collaborate closely with the UNICEF communications team to implement partner- and donor-focused visibility plans that highlight achievements under three specific education grants, projects, and partnerships. Work closely with the UNICEF Reporting Specialist to produce two mid-year/end-year donor reports that meet visibility deliverables. Support the design and organization of six education networking and dissemination events, including workshops such on <i>All Children in Education</i>, in collaboration with MoMA/MoERA and DG HOME. Collaborate with the UNICEF communications team to update and redesign education-related pages on the main UNICEF Greece website. Assist with drafting five blogs, two education briefs/policy reports, including the CPD mid-term review. Liaise with copyeditors and designers to ensure the quality of the above-mentioned written education products. Support the education team with drafting and designing five compelling concept notes and fundraising proposals that are aligned with donor interests and priorities, while liaising with Public and Private Sector Partnership Specialists. 		

Work Assignments Overview Tasks / Milestones	Deliverables/Outputs	Timeline
<p>Assist 5 implementing partners in achieving UNICEF and donor visibility goals by:</p> <ul style="list-style-type: none"> • Providing guidance and support in the development and implementation of visibility plans. • Collaborating with partners to ensure the proper placement and display of UNICEF and donor logos, signage, and other visibility materials. • Monitoring the visibility activities of partners and providing feedback and recommendations for improvement. 	<p>1 comprehensive visibility plan developed in collaboration with UNICEF comms</p> <p>5 monitoring reports on partner visibility activities, highlighting areas of success and improvement opportunities.</p>	20 days
<p>Conduct site visits to ten locations of program implementation to:</p> <ul style="list-style-type: none"> • Verify the adherence to visibility guidelines and requirements. • Assess the appropriateness and effectiveness of visibility materials and activities. • Identify any challenges or gaps in visibility implementation and propose solutions. • Document and report on findings, including best practices and lessons learned. 	<p>Site visit reports for each location of program implementation, documenting compliance with visibility guidelines and providing recommendations for enhancement.</p> <p>1 report outlining recommendations for improving overall visibility strategy and guidelines based on lessons learned and best practices.</p>	20 days
<p>Update and redesign education-related pages on the UNICEF Greece website</p> <ul style="list-style-type: none"> • Collaborate with the Education team to gather relevant information and resources. • Review and revise existing content on education-related pages to ensure accuracy and relevance. • Work with UNICEF communications team to develop new content, including articles, success stories, and multimedia elements, to enhance user engagement and promote UNICEF's education initiatives. 	<p>Updated and redesigned education-related pages on the UNICEF Greece website, including revised content, new articles, and multimedia elements.</p> <p>User-friendly and visually appealing website design, in line with UNICEF's branding guidelines.</p>	15 days
<p>Support the design and organization of six education networking and dissemination events, including workshops such on All Children in Education, in collaboration with MoMA/MoERA and DG HOME.</p> <ul style="list-style-type: none"> • Coordinate with relevant stakeholders to secure suitable venues, equipment, and logistical support for the events. • Create engaging workshop agendas, incorporating interactive sessions, presentations, and group discussions. • Liaise with speakers and facilitators to ensure their participation and preparation for the workshops. 	<p>Successful execution of six education networking and dissemination events, adhering to established timelines and budgets.</p> <p>Enhanced collaboration and knowledge exchange between the Ministry of Education, Ministry of External Affairs, and the Department of Home Affairs.</p> <p>Establishment of a network of education stakeholders and practitioners committed</p>	30 days

<ul style="list-style-type: none"> • Develop promotional materials, including event invitations, flyers, and online announcements, to attract a diverse audience to the events. • Manage event registrations and communicate necessary details and updates to participants in a timely manner. • Facilitate smooth event execution, including set-up, registration, audio-visual support, and catering arrangements. • Collect feedback and evaluate the effectiveness of each event, identifying areas for improvement and sharing recommendations with the organizing team 	<p>to promoting inclusive education policies and practices.</p>	
<p>Support the education team by drafting and designing five compelling concept notes and fundraising proposals that are strategically aligned with donor interests and priorities, while closely collaborating with Public and Private Sector Partnership Specialists.</p> <ul style="list-style-type: none"> • Conduct thorough research on donor interests, priorities, and funding opportunities related to education initiatives. • Collaborate with the education team to identify key programmatic areas and develop innovative concepts that align with donor expectations. • Prepare five well-crafted concept notes that clearly articulate the objectives, methodologies, expected outcomes, and budget requirements of proposed education projects. • Collaborate with Public and Private Sector Partnership Specialists to ensure that the concept notes incorporate relevant partnership opportunities and strategies. • Design visually appealing and professional fundraising proposals that effectively communicate the proposed projects' impact, feasibility, and alignment with donor goals. • Work closely with the education team to gather and incorporate relevant data, case studies, and success stories into the concept notes and proposals. • Conduct thorough proofreading, editing, and formatting to ensure accuracy, consistency, and adherence to donor-specific guidelines. • Provide timely revisions and iterations based on feedback from internal stakeholders, donors, and partners. • Maintain a comprehensive database of donor profiles, funding cycles, and submission deadlines for future reference and strategic planning 	<p>Five compelling concept notes and fundraising proposals that effectively showcase the organization's education initiatives, highlighting their alignment with donor interests and priorities.</p> <p>Increased success rate in securing funding for education projects, as evidenced by successful partnerships and grants awarded.</p> <p>Strengthened collaboration between the education team and Public and Private Sector Partnership Specialists, resulting in well-integrated partnership strategies within the concept notes and proposals.</p> <p>Enhanced understanding of donor landscapes and trends within the education sector, enabling the organization to proactively identify and pursue funding opportunities.</p> <p>Improved quality and professionalism of written materials, reflecting positively on the organization's reputation and credibility.</p> <p>Streamlined processes for developing concept notes and fundraising proposals, allowing for more efficient and timely submissions.</p> <p>Expanded network of potential funding partners and stakeholders within the education sector, fostering future collaboration and resource mobilization efforts.</p>	<p>35 days</p>

<p>Assist in finalizing and quality assuring two education reports and two mid-year/end-year reports that meet the visibility deliverables.</p> <ul style="list-style-type: none"> • Collaborate with the education team to review and provide feedback on two education reports, ensuring accuracy, coherence, and adherence to established guidelines. • Conduct thorough proofreading and editing of the reports to correct grammar, punctuation, and formatting errors. • Ensure that the language used in the reports is clear, concise, and accessible to the intended audience. • Work closely with the education team to incorporate any necessary revisions, updates, or additional information into the reports. • Assist in finalizing the layout, formatting, and visual presentation of the reports, ensuring they align with the organization's branding and visibility requirements. • Coordinate with the communications or marketing team to ensure that the reports meet the visibility deliverables, including branding, logos, and other promotional elements. 	<p>Two education reports and two mid-year/end-year reports that have undergone thorough quality assurance and review, resulting in accurate, well-written, and visually appealing documents.</p> <p>Reports that effectively communicate the progress, achievements, challenges, and impact of the education programs and initiatives.</p> <p>Enhanced credibility and professionalism of the reports, reflecting positively on the organization's commitment to transparency and accountability.</p> <p>Increased understanding and awareness of the organization's education efforts among stakeholders, partners, and other relevant audiences.</p> <p>Strengthened communication and collaboration between the education team and other departments involved in the report finalization process.</p>	<p>9 days</p>
<p>Draft five engaging and informative blogs that highlight the impactful work accomplished under education programs.</p> <ul style="list-style-type: none"> • Collaborate with the education team to identify five key areas or success stories that showcase the achievements and outcomes of the education programs. • Write compelling blog posts that effectively communicate the goals, activities, and results of each selected education program. • Incorporate storytelling techniques, data, and compelling narratives to engage readers and create a connection with the organization's mission and impact. • Ensure the blogs are well-structured, coherent, and adhere to the organization's tone and brand guidelines. • Conduct thorough proofreading, editing, and fact-checking to ensure accuracy, clarity, and adherence to grammatical standards. • Source and include relevant visuals, such as photographs or infographics, to enhance the visual appeal and storytelling of the blogs. 	<p>Five well-crafted and informative blogs that effectively showcase the organization's education programs and their impact on beneficiaries and communities.</p> <p>Increased awareness and understanding of the organization's education initiatives among stakeholders, partners, and the general public.</p> <p>Strengthened connection with donors, supporters, and potential partners through the dissemination of inspiring stories and concrete examples of the organization's work.</p> <p>Elevated online presence and visibility of the organization's education programs, contributing to its overall reputation and influence within the education sector.</p>	<p>15 days</p>

Minimum Qualifications required

☒ Bachelors ☐ Masters ☐ PhD ☐ Other

Journalism, digital, multi-media, and/or fields of study related to education and social sciences

Knowledge/Expertise/Skills required:

- A minimum of 5 years' experience working on donor, partner communication and visibility planning and implementation for a UN Agency, Civil Society Organization, multinational company or media/publishing outlet.
- Proven ability to manage multiple priorities within specified timeframes.
- Very strong, and proven, editorial and writing capabilities in English and Greek.

Desired experience:

- Experience working for the UN could be considered an asset.
- Experience in developing fundraising proposals and grant applications
- Experience in event management and organization.
- Familiarity with the field of education.
- Experience writing and producing web content in various formats.
- Experience working in Canva.
- Familiarity with Adobe Creative Suite, editing and creating infographics.
- Commitment to UNICEF's core values of care, respect, integrity, transparency, and accountability;
- Competencies: Demonstrates self-awareness and ethical awareness, Drive to achieve results for impact, Innovates and embraces change, Works collaboratively with others.