



Terms of Reference

Consultancy for Management of Mobile Messaging-based Project for Parents in Jamaica

Background:

UNICEF Jamaica is launching a mobile interactive messaging-based project for Parents and requires a consultant to manage its implementation of both projects. Under the joint European Union (EU)-United Nations Spotlight Initiative to reduce family violence, UNICEF will launch a mobile messaging service in partnership with Parenting for Lifelong Health (PLH) to help parents cope with parenting issues within the context of COVID-19 – supporting them in developing positive parenting approaches, with the aim of protecting children and reducing the risk of family-based violence, including gender-based violence.

The project will make use of UNICEF's RapidPro – free, open-source software that facilitates building and scaling of mobile-based applications.

This consultancy is expected to be carried out over during a 11.5-month period, beginning April 1, 2021.

Outcomes:

The projects must result in the following key outputs:

- i. At least 1,000 parents in each target parish to sign up and engage with the course of messaging.
- ii. Contribute towards an increase awareness of and demand for better parenting practices; and facilitate parents' access, uptake and continued engagement in the service.
- iii. Support parents by providing them with evidence-informed, parenting tips, activities and referrals to local services, tailored to their needs and their child's developmental stage.
- iv. Evidence of improved parenting practices and behaviour change – based upon periodic user self-assessments.

- v. Create a model for national scale-up of service following the end of the pilot project.

Scope of Work (duration of role: 12 months):

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

- i. Review and finalization of multimedia (35 video) and text-based content and voice notes for launch in coordination with parenting experts, supported by UNICEF staff and partners.
- ii. Liaise with key stakeholders, including UNICEF regional gender focal point, throughout project and respond to feedback, including from initial test group of users and partners.
- iii. Provide technical support re the RapidPro platform, including determination of messaging services (WhatsApp, Facebook Messenger, SMS, Telegram, etc.) and liaise with government and non-government partners, including telecommunication partners, to facilitate deployment.
- iv. Create marketing strategy, including launch.
- v. Support work across all forms of media (mass media, social media and printed media) to gain visibility for ParentText and ensure that the system is effectively promoted among the general public and specific hard-to-reach groups, including fathers and adolescent mothers.
- vi. Project management of four (4) 6-week long pilots conducted in four (4) successive target parishes.
- vii. Conduct regular monitoring reports on each pilot and optimization of project after initial testing with an initial test group and after each successive pilot: collate and maintain project data which should include clear analysis of progress made and related recommendations for dissemination to relevant stakeholders.

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 12 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 25th day of each month.
- iii. Finalise review of all content to ensure appropriate inclusion of gender-based violence (GBV) content and considerations – due after one month.
- iv. Marketing strategy – due after 2 months.
- v. Completion of all pre-launch steps (stakeholder consultations, technical steps, testing and optimization and development of launch plan and marketing collateral) – due after 4 months.
- vi. Review and finalization of all multimedia content to be used in messaging, in conjunction with UNICEF Jamaica team and parenting experts – due after 3 months.
- vii. Reports from initial testing and after each of the four (4) pilots – due 5 working days after completion of each pilot; and then the final evaluation report due 5 working days after project completion.

Payment schedule

- 10% on completion of approved work plan and first monthly report
- 15% on completion of content review and marketing strategy
- 15% on completion of pre-launch steps and review of multimedia and all pre-launch steps
- 10% on completion of pilot 1 and report
- 10% on completion of pilot 2 and report
- 10% on completion of pilot 3 and report
- 10% on completion of pilot 4 and report
- 20% on completion of final evaluation report

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 daily/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

Ross Sheil

Communication Officer - Digital Media, UNICEF Jamaica

Signed by:

Mariko Kagoshima

Representative, UNICEF Jamaica