

Individual Consultancy: Communication for Development Specialist



UNICEF Cambodia

1. Background

Communication for Development (C4D) and related community engagement strategies are central to achieving each of the goals of UNICEF Cambodia Country Programme (CP) 2019 -2023. UNICEF defines C4D as a “cross-cutting, evidence-based process that utilizes a mix of communication tools, channels and approaches to facilitate participation and engagement with children, families, communities, networks for positive social and behaviour change in both development and humanitarian contexts.” C4D's primary purpose in supporting achievement of CP results and outcomes fall into four broad areas: positive behaviour and social change; engagement and empowerment of children and communities; effective communication and community engagement in humanitarian action and creation of an enabling environment for social and behaviour change.

Several CP outcomes are dependent on behavior and social change interventions to support shifting of social norms, adoption of key practices, and increasing social accountability and uptake of quality services. In order to achieve these results, programme specific communication/promotion strategies and plans have been in place in Health, Nutrition, WASH, Child Protection, Education and Public Financing for Children.

However, a clear evidence-based multi-sectoral C4D strategy is needed to ensure cross-sectoral linkages and complementarity of interventions. The strategy should define a set of behavioral priorities and measurable C4D actions at family/household, community and school level, in support of UNICEF Cambodia CP goals. Areas of intervention include positive discipline and parenting, healthy nutrition, immunization, hygiene and sanitation practices, ending early marriage, prevention of violence, etc. The proposed multi-sectoral C4D strategy is expected to provide guidance on operationalizing synergetic approaches/strategies and high impact interventions at family/household, community and school levels. In addition, the proposed C4D strategy should provide a way forward on strengthening the C4D capacity of national systems so that they can effectively integrate relevant C4D strategies in their planning and domestic expenditure for social services.

2. Purpose

The purpose of this assignment is to develop an evidence-based multi-sectoral C4D costed strategy, in support and aligned with UNICEF Cambodia Country Programme (CP)2019 -2023. In addition, the consultant will develop recommendations for a strategic, integrated approach to C4D, complementary to the strategy. The consultant should ensure (at a minimum) to include the components of institutional capacity development, building social capital, systems strengthening for behaviour change through govt institutions and evidence-based approach to SBCC programme implementation.

The consultant will lead review and consultations internally and with key stakeholders, conduct a lit review of available literature of last three years; develop a mapping of potential communication channels; and conduct SBCC needs assessment among programme specialists, partner CSOs, and government health promotion units. The consultant will lead the development of an integrated C4D results framework, develop M&E framework and capacity development plan. These elements, will lead to the development of a costed C4D plan for UNICEF Cambodia, 2021-2023, aligned with the timeframe of the current Country Programme.

3. Work Assignments

The consultant is expected to provide technical support to the following activities:

- Review relevant documents to inform the development of the integrated results framework. These include: UNICEF Cambodia Country Programme and Strategic Note; UNICEF global and regional C4D strategic guidance; relevant sector specific C4D strategies /plans; relevant C4D strategies or interventions led by the Royal Government of Cambodia or UNICEF's partners in the country, etc.
- Conduct a SWOT analyses to inform the development of the C4D strategy. When possible, review behavioral and social data around key behaviors and undertake necessary research as well to fill data gaps. Examine and update the mapping of existing (and potential) communication and community engagement platforms, private sector organizations, partners offering technology-enabled platforms relevant to proposed C4D strategies.
- Conduct communication gap analysis assessment. Map the factors which will fill the gap along with communication efforts done so far including existing communication tools and how are they used; identify formal and informal spaces that promote the participation and empowerment of key target groups.
- Conduct a rapid review of existing materials in C4D to gain understanding of previous initiatives and efforts to inform the current approach.
- Review programme results and monitoring framework to evaluate how C4D interventions contribute/ are taken into account. Propose relevant set of indicators for the integrated results framework Suggest indicators that could be included in government's monitoring systems.
- Conduct C4D capacity assessment of government and partners and develop a capacity development plan with a combination of virtual as well as face to face trainings.
- Lead a consultation process with UNICEF Cambodia and key partners to conduct social norms /behavioral bottleneck analysis, refine behavioral priorities contributing to multiplier results and draft integrated results framework.
- Define high impact interventions to be focused during the current UNICEF Cambodia Country Programme period and provide clear guidance on how the C4D function will support the cross sectoral linkages.
- Validate draft documents and incorporate feedback from programmes.
- Submit final Cambodia C4D strategy and complementary recommendations for a strategic, integrated approach to C4D, which includes clear actions on strengthening the C4D capacity of national systems, capacity development plan and identifies required resources. Submit costed UNICEF Cambodia 2021-2023 C4D Plan.

4. Expected deliverables and payment schedule

Under the leadership of the Deputy Representative and the Chief of Communication, the consultant will work closely with section chiefs and programme teams to:

- Develop a detailed work plan with timelines.
- Review relevant documents.
- Conduct consultations and workshops as needed with sections and key stakeholders and undertake necessary bottle neck analysis.
- Ensure consistency and alignment of the strategy and framework development processes with UNICEF's global C4D benchmarks and quality assurance checklist.

Deliverables	Estimated Number of working days	Deliverable Completion Timeframe
1. Inception report with methodology of strategy development process, summary of document review, timetable, tools for consultation and SWOT analysis, review of behavioral and social data around key behaviors completed. Introductory meetings with senior management and programme chiefs and staff organized. Desk review report consisting of a summary of relevant guiding points from the listed documents completed.	33 days	20 May 2021
2. Support provided to CADG to develop training materials/guidelines on demand generation. Training of national and sub-national authorities, health workers, CSOs, frontline workers conducted as planned.	16 days	11 June 2021
3. Summary findings from consultation, social norms/behavioral bottle neck analysis and data, draft C4D results framework presented. C4D capacity assessment report and capacity development plan completed.	16 days	2 July 2021
4. Submit draft C4D Strategy and recommendations for the strategic, integrated approach to C4D.	11 days	16 July 2021
5. Review and validation of the draft C4D Strategy and recommendations. Submit costed UNICEF Cambodia 2021-2023 C4D Plan.	16 days	06 August 2021
6. Final strategy - Multi-sectoral C4D Strategy presented and finalized with M&E framework, and operational plan for cross-sectoral linkages.	18 days	31 August 2021

5. Qualifications or Specialized Knowledge/Experience and Competencies Required

- Advanced university degree in the social/behavioural sciences, (sociology, anthropology, psychology, health, education) with emphasis on strategic communication planning for behaviour development, social mobilization, participatory communication, and research.
- A first university degree with a relevant combination of academic qualifications and experience may be accepted in lieu of advanced university degree.
- Eight years of progressively responsible relevant professional work experience in the development, planning and management of social development programmes, including experience in developing countries, with practical experience in the adaptation and application of communication planning processes to specific programmes.
- International work experience, preferably in the East Asia and Pacific Region.
- Knowledge of current developments in the fields of communication theory, motivational psychology, adult learning theory, media, community organisation and participation, strategic communication planning, behaviour analysis, formative research and evaluation of communication interventions.
- Knowledge of inter-disciplinary approaches in programmed development and implementation in programme communication, social mobilisation and behavioural change.
- Knowledge of training/facilitation and impact evaluation of communication interventions.
- Fluency in English is required, verbal and written.

6. Location

The consultant will work in the premises of UNICEF and remotely, as agreed with managing supervisor.

7. Duration

The duration of the assignment will be for one hundred and ten (110) working days from April 2021 to September 2021 including a maximum of ten (10) working days conducting field missions in the provinces.

8. Payment schedule linked to satisfactory deliverables

**The fees shall be calculated based on the days estimated to complete the assignment in the Terms of Reference and shall be considered the maximum compensation as part of a lump sum contract and agreed on a work plan for submission of deliverables. No additional fees shall be paid to complete the assignment. Payment will be made upon delivery of all final products and full and satisfactory completion of the assignment.*

Deliverables	Payment (including business travel fee) be directly linked with satisfactory deliverables	Reporting Requirements for each deliverable
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<p>Inception report with methodology of strategy development process, summary of document review, timetable, tools for consultation and SWOT analysis, review of behavioral and social data around key behaviors completed. Introductory meetings with senior management and programme chiefs and staff organized. Desk review report consisting of a summary of relevant guiding points from the listed documents completed.</p>	<p>30%</p>	<p>Inception report & methodology submitted. SWOT analysis completed. Review of behavioral and social data completed. Desk review report consisting of a summary of relevant guiding points from the listed documents completed. Introductory meetings with senior management and programme chiefs and staff completed.</p>
<p>Support provided to CADG to develop training materials/guidelines on demand generation. Training of national and sub-national authorities, health workers, CSOs, frontline workers conducted as planned.</p>	<p>15%</p>	<p>CADG support on training materials/guidelines provided. Training of national and sub-national authorities, health workers, CSOs, frontline workers conducted as planned.</p>
<p>Summary findings from consultation, social norms/behavioral bottle neck analysis and data, draft C4D results framework presented. C4D capacity assessment report and capacity development plan completed.</p>	<p>15%</p>	<p>Draft C4D results framework presented. C4D capacity assessment report and capacity development plan completed.</p>
<p>Submit draft C4D Strategy and recommendations for the strategic, integrated approach to C4D.</p>	<p>10%</p>	<p>Draft C4D Strategy submitted Draft recommendations for the strategic, integrated approach to C4D submitted.</p>
<p>Review and validation of the draft C4D Strategy and recommendations. Submit costed draft UNICEF Cambodia 2021-2023 C4D Plan.</p>	<p>15%</p>	<p>Draft UNICEF Cambodia 2021-2023 C4D Plan submitted. Feedback received from UNICEF leadership (Rep, Dep Rep, Section Chiefs, PME) and incorporated in strategy documents.</p>
<p>Final strategy - Multi-sectoral C4D Strategy presented and finalized with M&E framework, and operational plan for cross-sectoral linkages.</p>	<p>15%</p>	<p>Final multi-sectoral C4D Strategy submitted. M&E framework and operational plan for cross-sectoral linkages submitted. Final UNICEF Cambodia 2021-2023 C4D Plan submitted.</p>

9. Administrative Issues

Consultant is expected to use his/her own computer and internet facilities and any other necessary equipment.

This assignment is desirable office based. Part of the assignment can be home-based. UNICEF shall not cover transportation fees to and from UNICEF Cambodia office and all expected expenses should be included in the lump-sum fee for the assignment.

10. Contract supervisor

Consultant will report to the Chief of Communication.

11. Penalties for Underperformance

Payment of fees to the Contractor under this contract, including each instalment or periodic payment (if any), is subject to the Contractor's full and complete performance of his or her obligations under this contract with regard to such payment to UNICEF's satisfaction, and UNICEF's certification to that effect.

Performance indicators: Consultants' performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Cambodia.

12. Termination of Contract

This contract may be terminated by either party before its specified termination date by giving notice in writing to the other party. The period of notice shall be five (5) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a total period of less than two (2) months and fourteen (14) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a longer period; provided however that in the event of termination on the grounds of impropriety or other misconduct by the Contractor (including but not limited to breach by the Contractor of relevant UNICEF policies, procedures, and administrative instructions), UNICEF shall be entitled to terminate the contract without notice.

13. Submission of applications

Interested candidates are kindly requested to apply and upload the following documents to: <http://www.unicef.org/about/employ/>

- Letter of Interest (cover letter)
- CV or Resume
- Performance evaluation reports or references of similar consultancy assignments (if available)
- Portfolio or work samples of similar consultancy assignments. These can include previous C4D strategies, C4D capacity assessment report and capacity development plan, C4D plans.
- Financial proposal: All-inclusive lump-sum including local and international travel (if applicable) and accommodation cost for this assignment as per work assignment.

14. Assessment Criteria

A two-stage procedure shall be utilized in evaluating proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared.

For evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

a) Technical Qualification (max. 100 points) weight 70 %

- Academic qualification at the Master's level in the relevant fields (20 points)
- Professional experience in mass communications, risk and behavioral change communication and community engagement (50 points)
- Knowledge, skills, competencies and languages (30 points)

b) Financial Proposal (max. 100 points) weight 30 %

The maximum number of points shall be allotted to the lowest Financial Proposal that is opened /evaluated and compared among those technical qualified candidates who have attained a minimum 70 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.