

**Individual Contractor: RCCE Consultant to support UNICEF on COVID vaccine promotion (FULL TIME)**

**Duty Station:** New Delhi; with travel to field locations

**Contract Duration:** 09 months (full-time)

**Closing Date:** 24<sup>th</sup> March 2022

**1. BACKGROUND / RATIONALE**

India continues to fight COVID-19 pandemic through multipronged strategies of immunization and RCCE promoting COVID appropriate Behaviours CABs and optimal vaccine uptake. As of **2<sup>nd</sup> Feb 2022**, **51%** of the target population have been fully immunized while uptake of the second doze is challenged and requires intensified communication efforts. Unicef continues to take lead on communication support to Government of India.

UNICEF has already supported the MoHFW in various Risk communication and community engagement activities at national and state level. UNICEF also engaged in the design, planning, implementation and monitoring of the advocacy, communication and social mobilization strategy aimed to educate, engage, empower and enable people to accept and uptake COVID-19 vaccine at state and district level. The objective is (1) build trust and confidence in the COVID-19 vaccine/s to be used in India; (2) share transparently how and why vaccine access would be prioritised; (3) allay and address the anxiety, fear, stress, and helplessness in a targeted manner and (4) reinforce the need to continue to follow infection prevention control protocols.

**2. PURPOSE OF ASSIGNMENT**

This assignment requires full time engagement of RCCE consultant to support UNICEF at national level in planning and implementation of COVID-19 vaccine communication strategy and action plan. The Consultant will work closely with UNICEF SBC Specialist for effective demand generation related activities.

**3. OBJECTIVE/S**

The objective of the assignment is to provide technical support to UNICEF focusing on demand generation for COVID 19 vaccination among targeted groups.

**4. MAJOR TASKS TO BE ACCOMPLISHED**

- i. Provide input for communication strategies, key messages, IEC material and monitoring tools and plans for COVID-19 vaccine, routine immunization and SBC knowledge management through regular inputs and strategic thinking.
- ii. Deliver capacity building initiatives for different levels of the immunization health force on SBC-RCCE through strategic planning support, inputs on training plans and monitoring tools, coordination with relevant stakeholders and documentation support.
- iii. Conceptualize, develop, edit, proof-read and finalize knowledge management (KM) products documenting SBC-RCCE interventions and tools developed by UNICEF and/or partners.
- iv. Prepare and review concept notes, reports, questionnaires, policy briefs and other tools pertaining to partnerships being managed and other SBC section initiatives.
- v. Update the e-IEC Warehouse and ECM page on regular basis

**5. DELIVERABLES AND DEADLINES**

S. No.	Major Task	Deliverable	Specific deadline for completion of deliverable
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1	Provide regular input for communication strategies and IEC materials	# of documents produced (up to 3) on monthly basis that include but not limited to Communication strategies, key messages, IEC material concepts and monitoring tools for COVID-19 vaccine, routine immunization	Monthly
2	Deliver capacity building initiatives for different levels of the immunization health force on SBC-RCCE	# of capacity building initiatives (1) developed and undertaken for different levels of COVID, RI health force on SBC-RCCE through strategic planning support, inputs on training plans and monitoring tools	Monthly
3	Conceptualize, develop, edit, proof-read, and finalize knowledge management (KM) products	# of KM products (up to 3) are produced on monthly basis and capture COVID-19, RI and the overall Health interventions.	Monthly
4	Prepare and review concept notes, reports, questionnaires, policy briefs	# of concept notes, reports being edited and finalised (up to 2)	Monthly
5	Update the e-IEC Warehouse and ECM page on regular basis	# of documents, communication materials uploaded into the e-IEC warehouse and ECM content updated and managed (up to 10 pending states input)	Monthly

## 6. DUTY STATION

New Delhi, India

## 7. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

Travel to states to oversee implementation and monitoring of SBC related activities. Approximately 2 days per month to states. Total approx. 18 days during the duration. Travel is subject to COVID-19 pandemic and restrictions, if any.

## 8. ESTIMATED DURATION OF CONTRAC (FULL TIME)

09 months (full time), starting from 1<sup>st</sup> May 2022.

## 9. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

- B.A in any of the areas of communication, journalism, anthropology, social science, or public health
- Experience (at least 2 years) in executing of health promotion interventions
- Experience in copywriting and editing for the documentation of communication for development, social behaviour change interventions
- Working knowledge of MS Office; photo and video-editing software is an asset
- Excellent oral and written communication skills
- Aptitude in presentation and public speaking
- Proficiency in English
- A creative yet practical mind
- Two years of working experience with UN, INGO or government at National level

## 10. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

Criteria	Minimum Score	Maximum Score
<b>1. Educational Qualification</b> B.A in any of the areas of communication, journalism, anthropology, social science, or public health	<b>11</b>	<b>15</b>
<b>2. Relevant Experience</b> a. Experience (at least 2 years) in executing of health promotion interventions b. Experience in copywriting and editing for the documentation of communication for development, social behaviour change interventions	<b>21</b>	<b>30</b>
<b>3. Experience in Bilateral/International/UN agencies/Government Agencies</b> Two years of working experience with UN, INGO or government at National level	<b>03</b>	<b>05</b>
<i>Those candidates who score minimum marks in each of above criteria and overall 35 marks (out of 50) will be called for an Interview</i>		
<b>4. Interview</b>	<b>14</b>	<b>20</b>
<b>Total technical score</b>	<b>49</b>	<b>70</b>

Weightage of technical and price proposal will be 70 and 30 respectively out of a total of 100 marks. Only those candidates who score a minimum score of 49 out of 70 marks and the minimum marks for each criteria will be considered technically qualified and their financial offers will be opened.

## 11. PAYMENT SCHEDULE

Payment will be made against a monthly progress report on activities undertaken and deliverables completed along with travel reports for field visits.

### HOW TO APPLY:

The application to be submitted through the online portal and should contain three separate attachments:

- i. A Cover letter explaining suitability for position (**to be uploaded online under “Cover Letter” tab**)
- ii. Curriculum Vitae (CV) (**to be uploaded online under “Resume” tab**)
- iii. A financial proposal indicating all-inclusive monthly professional fee, as per the template attached. Please do not forget to specify your name in the file while saving (**to be uploaded online under “Financial Proposal” tab**).

**Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.**

**Without all the above 3 documents, your application will be considered incomplete and invalid and will not be considered further.**

- Any attempt to unduly influence UNICEF’s selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.

- Please note, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.
- 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.

**For any clarifications, please contact:**

UNICEF

Supply & Procurement Section

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