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| **Consultancy title: National Youth Engagement Assistant**: to mobilise the voices of adolescent and young people in the fight of COVID-19 and to support specific elements of the U-Report programme  **Section in Charge**: Advocacy, Partnership and Communication (APC) Section  **How does the consultancy relate to work plan**: U Reporters mobilised as an advocacy force for the realization of children’s rights  **Outcome reference**: **Programme Effectiveness, Output 4** - Advocacy, Partnerships and Communication: The rights of children in Myanmar are better promoted through effective advocacy, partnerships and communication | | |
| Background: As part of its Advocacy and Communication strategy 2018-22, UNICEF Myanmar seeks to bring the missing voices of adolescents and young people to the table, so that children themselves are agents of change, and so that their views are routinely contributing to Myanmar’s policy making process.  To do this UNICEF Myanmar established U-Report in August 2016, an innovative social messaging tool. U-Report is a digital platform used to reach and engage the community. It is built on the open source software RapidPro and launched with the aim to leverage the increasing availability of mobile and digital technology by providing information, monitoring and influencing behaviour and integrating the voices of communities for social change in development and humanitarian contexts.  Since March 2020, U-Report Myanmar has faced a number of challenges, which need to be addresses. First on March 6th, Facebook announced a change in its messaging policy, which has a significant impact on the way U Report operates. U report pushes out its weekly poll surveys to adolescents enrolled on U Report, but under the new FB policy, this will no longer be possible. FB allowed the system-initiated messaging to continue for 4 months (April to July) to respond to awareness raising on COVID-19, but this support has now been discontinued. As a result, U Report must now expand the platforms it operates from – including Viber and SMS messaging.  Second, U Report has faced the challenge of social distancing messages put in place to prevent the spread of the COVID-19 pandemic. This has impacted the ability of the U Report platform to recruit more U Reporters through face to face recruitment events at schools and universities. To counter this, U Report must explore more creative campaigns and content on its social media platforms – to recruit new U Reporters.  UNICEF Myanmar would like to hire a National Youth engagement Assistant, aged 19 to 26 years, to support the expansion of U Report to Viber, SMS, and other social media platforms; and to develop creative ways to recruit more U Reporters through social media, in place of face to face events. | | |
| Objectives of the consultancy: In close collaboration with the U-Report Task Force and UNICEF Program Sections, and under the supervision of the Communication Officer, the national assistant will:  -Support the roll out of new messaging channel (Viber) for U-Report.  -Promote the engagement of young people in the fight of COVID-19 by working together with UNICEF programme sections.  -Develop the forward content plan to address the impact of Facebook Messenger policy change.  -Support UNICEF Myanmar’s Accountability to Affected Population Framework programme in Kachin and Shan – LIFT and SHIFT by PME section  -Mobilize young people and coordinate between APC, Emergency and Health Section to conduct awareness raising training on Air Pollution Reduction project  -Support the work with the National Youth Affairs Committees of Tanintharyi and Mon State to collect the views of adolescents and young people and given as inputs for State and Region Youth Development Plans.  -Facilitate the briefing session of U-Report Myanmar for newly elected MPs- online/offline | | |
| Geographic Area: The consultant will be based in Yangon and in country travel to Naypyi Taw, Kachin, Shan, Chin, Naga, Mon, Tanintharyi, Mandalay involved. | | |
| Duration (including potential extension):The consultancy work is planned for 11 months and must be full-time with regular office hour. 1st October 2020 to 1st September 2021 | | |
| Supervisor:Direct supervisor: Communication Officer, Advocacy Partnership and Communication (APC) Section | | |
| Type of Supervision/support required from UNICEF:Overall guidance will be provided by Chief of APC and Communication Officer. Detailed guidance on specific tasks, expected completion dates and day-to-day support will be provided by the Communication Officer. | | |
| Description of assignment: | | |
| **Tasks** | **End Product/deliverables** | **Duration and % of Payable** |
| 1. **Support the roll out of new messaging channel for U-Report Myanmar** 2. Set up U-Report Myanmar Viber Channel 3. Coordinate with both Global and Myanmar Viber team for technical smoothness of the channel and to produce promotion plan 4. Work with U-Report Myanmar Task Force and Viber Team to launch localized Sticker Pack | 1. U-Report Myanmar Viber channel run successfully 2. Viber promotion plan is in place to be implemented 3. U-Report Myanmar Sticker Pack is launched successfully | 1st payment  (By end of November)  20% |
| 1. **Support U-Report programme in the fight of COVID-19** 2. **Disseminate MOHS, UNICEF and WHO approved COVID-19 information to young people using chatbots, poll questions and other media** 3. **Promote the engagement with young people (especially young people from IDP camps) in the fight of COVID-19** 4. **Prepare and share COVID-19 assessment poll reports to UNICEF COVID Taskforce** 5. **Join global calls and webinars to cooperate with U-Report global strategy** 6. **Work with C4D and programme teams to produce effective RCCE materials and to assess rapid needs, knowledge and behaviour (eg-working with Education section on ECCD, Child Help Line with Child Protection Section** | 1. Information about COVID-19 is disseminated to young people through chatbots, poll questions and other types of media 2. Young people are mobilised into the fight of COVID-19 3. COVID-19 assessment poll reports are prepared and shared with UNICEF COVID Taskforce 4. Global calls and webinars are attended 5. The cooperation between C4D, programme teams and U-Report taskforce is implemented | 2nd payment  (By end of December)  25% |
| 1. **Assist in the content plan to address the Facebook policy change for messaging** 2. **Coordinate the close communication with U-Report global coordinator on updates of messaging policy** 3. **Work with U-Report taskforce to produce content required for FB policy change** 4. **Create social media advertisements (Facebook, Instagram, Viber etc) to support the online recruitments and to maintain poll response rate** 5. **Mobilise online/offline campaigns to increase awareness of user initiated messaging policy and motivate young people to keep responding the poll questions** | 1. Close communication between U-Report global and U-Report Myanmar is established 2. Content Forward plan to respond FB policy change is produced 3. Social media advertisements are created for appropriate audience 4. Online/offline campaigns are mobilised | 3rd payment (By end of March)  20% |
| Support UNICEF Myanmar’s projects - Accountability to Affected Population Framework programme (Lift and Shift) in Kachin and Shan and Air Pollution Reduction project in Chin, Naga and Shan South For Lift and Shift project-   1. Rapid Pro technical support for PME section to implement the LIFT and SHIFT program 2. Coordinate PME and U-Report Taskforce to drive an active community engagement of the programme and awareness on the importance of feedback 3. Develop new and specific flows in Rapid Pro for registration of beneficiaries and sending poll questions to them 4. Prepare Data from polls in EXCEL and provide the feedback to PME Section   For Air Pollution Reduction project-   1. Arrange meetings with NGOs and organizations working on air pollution and climate change 2. Mobilize U-Reporters and young people to join the awareness training on air pollution and facilitate the training 3. Coordinate with Field Offices, Govt Depts and support community engagement activities at field level. | 1. Required technical support is provided to PME 2. Support PME in active community engagement and help raise awareness of the importance of feedback through agreed channels 3. New registration flow is created, and Messages sent to beneficiaries through Rapid Pro 4. At the end of polls, Data prepared in EXCEL and shared with PME 5. Meetings organized online or offline 6. Young people are mobilized and actively participate in awareness raising training 7. Community engagement activities by young people are well organized | 4th payment (By end of May)  20% |
| Support U-Report Myanmar work with sub national Governments, MPs, FOs and influencers  1. Organize workshops online/ offline with Youth Affairs Committee from Tanintharyi Region and Mon State 2. Support in organizing debriefing sessions at Kachin and Northern Shan 3. Support and facilitate in briefing session of U-Report to newly elected MPs | 1. Workshops organized and U-Report helps gathering voices of youth in those Regions to support State and Region Youth Development Work Plan 2. Debriefing sessions of findings from IDP camps are supported 3. Briefing sessions are facilitated for newly elected MPs | 5th payment  (By end of August)  15% |
| Payment schedulePayment will be made as mentioned in section 7. | | |
| Advertisement / Invitation / Request for Expression of InterestThe consultancy will be published at Talent Management System recruitment portal of UNICEF Myanmar, U-Report Taskforce mailing list, and any other relevant groups. | | |
| Selection process (EOI to be attached to TOR)Interested candidates are required to complete the Expression of Interest Form circulated with the call for proposals, answering the technical questions included.A panel of 3 UNICEF staff will review the applicants to select the most suitable candidateThe consultant will be identified by UNICEF based on a competitive selection process, taking into account the candidate’s experience, and the quality of the answers produced. | | |
| Qualification and specialized knowledge/experience required for the assignment:The applicant must be aged between 19 and 26 years at the time of applying **Education** A first university degree is required **Work Experience** At least two years of relevant experience in working with young peopleCommunity mobilization, coordination and facilitation experiencePlanning, Organizing and facilitation of workshops and meetingsKnowledge of U-Report, Youth Policy and youth networks and organizations **Language Proficiency** Fluency in Myanmar is required (oral and written)Knowledge of English language(s) is required **Other skills** Software Engineering, familiarity with messaging software or experience in creating chat bot would be an assetOperational experience for Rapid Pro is an assetCommunication tactics for virtual age (Facebook, Viber, YouTube, TikTok, Zoom Meetings etc) is a mustSkilful in Facebook marketing strategies and handling Facebook Developer ApplicationGoogle Analytics knowledge for website is requiredFocus group discussion moderation and note taking skills will be an assetMicrosoft Window Applications (Doc, PowerPoint, excel etc)Knowledge of Email, Internet, Office appliances (scanner, copier) | | |
| Other conditions: The selected consultant will be based in Yangon with some travel. Office space will be provided and UNICEF to provide desktop computer for the consultant to work.  **Life and health insurance**  UNICEF does not provide or arrange life or health insurance coverage for consultants and individual contractors, and consultants and individual contractors are not eligible to participate in the life or health insurance schemes available to United Nations staff members. Consultants and individual contractors are fully responsible for arranging, at their own expense, such life, health and other forms of insurance covering the period of their services as they consider appropriate. The responsibility of UNICEF is limited solely to the payment of compensation for service-incurred death, injury or illness as per the provisions detailed below.  **Insurance for service-incurred death, injury or illness**  Consultants and individual contractors who are authorized to travel at UNICEF expense or who are required under their contract to perform services in a UNICEF or United Nations office shall be provided with insurance coverage, through a UNICEF-retained third party insurance provider, covering death, injury and illness attributable to the performance of official UNICEF duties. Compensation in the event of service-incurred death, injury or illness shall be equivalent to amounts stipulated in the agreement between UNICEF and the insurance provider.  **Payment**  Payments will be made based on reception of the deliverables as mentioned in section 9.Please review deliverables  **Confidentiality** The documents produced during the period of this consultancy will be treated as strictly confidential, and the rights of distribution and/ or publication will reside solely with UNICEF. The contract signed with the consultant will include the other general terms defined by UNICEF. | | |
| Nature of Penalty Clause to be stipulated in the contract:UNICEF Myanmar reserves the right not to pay the Contractor or withhold part of the payable amount if one or more requirements established for this assignment is not met or deadline set for the accomplishment of the tasks is missed. | | |