

4 December 2018

## External Outreach and Digital Media Consultancy Innocenti Convening

### Background

The UNICEF Office of Research-Innocenti is the organization's dedicated global research office. It undertakes and commissions research on emerging or current issues of relevance for children to inform strategic direction, policies and programmes of UNICEF and its partners. The Office explores emerging issues, identifies research gaps, brings together existing researchers and support or undertake new research and data collection to address critical questions and to inform global debates.

As it approaches its 30<sup>th</sup> year, UNICEF-Innocenti faces new opportunities to become the “go-to” place linking big thinkers with action for children and develop a fully-fledged Convening Centre. This involves making the case for evidence and policy debates, linking diverse stakeholders, shaping global debates and exploring emerging and sensitive issues on children's rights. Convening requires both human and physical resources for effective execution. Physical resources include meeting space and technology for effective communication, including state-of-the-art facilities (technical and physical space).

### Objectives

The overall objective of this consultancy is to specifically support the P5 convening manager as well as the Director's Office by implementing a communication and fund-raising plan to establish the **Convening Centre** at UNICEF-Innocenti. This would entail identifying areas, issues and top level speakers; logistics; preparation of communication materials for Innocenti Convenings, including in-reach activities, communications during and after the meeting as well as planning, developing and producing digital communication content and multimedia materials (*text/audio/simple video/web seminars and social media posts*) based on research produced by UNICEF Innocenti primarily for dissemination to academic institutions and on its website and social media channels. The digital content in various forms will contribute to wider visibility and increased uptake of Innocenti hosted meetings.

### Specific activities to be completed to achieve the objectives

- Co-ordinate closely with Innocenti research teams as well as the Communication Unit to become well versed in the convention project, including its objectives, key partners and the primary users of outputs
- Communications support related to convening function for Directors office (and other sections when relevant) including on one pagers, briefs and other products.

- Desk mapping/ research and assessment of existing thinktanks / Convening Centres, costs and technological needs for different types of conventions, including virtual and those that need translators, should be considered and costed.
- Draw up lists of key children related evidence topics and relevant influencers on those issues and help pitch Convening function
- Help organize major event for 30<sup>th</sup> anniversary of UNICEF-Innocenti and CRC@30 (20<sup>th</sup> November) i.e. identify and invite speakers, oversee potential concert/ film festival
- Co-ordinate closely with Innocenti Communication Unit – jointly planning output such as video interviews with experts, research fellows and partners for dissemination on Innocenti YouTube and SoundCloud channels Webinars: Technical coordination and facilitation for continued Innocenti seminars using existing platforms and contribute to online video promotions using FB Live and/or YouTube.
- Ensure digital communication about Innocenti Convening is monitored as part of and feeds into research uptake strategies.

**Qualifications and/or specialized knowledge/experience required and desirable for undertaking the assignment**

- Familiarity with the fields of research undertaken by Office of Research-Innocenti and UNICEF communications in general  
Minimum of 5 years of experience in journalism, digital, multi-media or fields of study related to the Innocenti research priorities
- University degree in multi-media journalism, digital marketing, communication, journalism or relevant academic field of study with strong link to research uptake communication work
- Proven experience in communicating about research and evidence products and findings to support uptake and to inform policy
- Experience writing and producing web content in various formats
- Experience with web CMS systems for publishing digital content in various formats
- Ability to work flexibly and get up to speed quickly using available CMS and mainstream social media platforms
- Fluency in English essential; Italian and other UN languages useful
- Familiarity with Adobe Creative Suite, editing and creating infographics; editing video and sound

**Other functions that will need support:**

- Development of the Office of Research investment case and other thematic funding proposals
- Roll out of fundraising and partnership strategy including strengthening links with key organizations e.g. OECD, DAC, WEF and setting up Friends of Innocenti and donor recognition program

- Scoping of convening models and development of an options paper for evidence convening for UNICEF in general (liaising with other relevant parts of UNICEF)
- Streamlining and strengthening the fellowships programme

Re-establish and maintain secretariat services for Innocenti advisory board

**Duration of the consultancy**

Estimated total 20 days per month over 11.5 months – January to December 2019.

**Supervision and work arrangements**

The External Outreach and Digital Media Consultant will work under the Chief - Convening in the Director's Office. The consultant can work partly remotely but with regular visits to UNICEF Office of Research-Innocenti, Florence (Italy).