

National Consultancy: Technical Advisor to support the implementation of 'PROTECT: A Communication Strategy to End Violence against Children and Unnecessary Family Separation in Cambodia (Cambodia PROTECT)'



UNICEF Cambodia

1. Background

To address violence against children and unnecessary family separation, UNICEF has worked with the Ministry of Social Affairs, Veterans and Youth Rehabilitation (MoSVY) and other key line ministries, and developed a government-led Communication for Development (C4D) strategy called 'PROTECT: A Communication Strategy to End Violence and Unnecessary Family Separation in Cambodia (Cambodia PROTECT)'.

The Cambodia PROTECT strategy aims to address the social and cultural norms that legitimize violence against children and normalize the belief that residential care facilities are beneficial to a child. The strategy is national in scope, with focused implementation in the selected provinces.

Four communication approaches proposed by the Cambodia PROTECT strategy are: mass media; community engagement; interactive communication technologies (ICT); and advocacy. Within these approaches, a series of communication activities are suggested as essential components of a single package and brand identity.

Communication Participants (target audiences) for the Cambodia PROTECT strategy are as follows:

- Primary participants: Children and their parents or caregivers.
- Secondary participants: Influential community members which include both formal and informal community influential, and in this context, refer to key duty-bearers such as teachers, religious leaders, village and commune chiefs and members of Commune Committees for Women and Children (CCWC).
- Tertiary participants: Service providers (health, education, justice and child protection), policy makers, judiciary and the media.

The Cambodia PROTECT strategy is national in scope, with focused implementation in six provinces: Phnom Penh, Kandal, Preah Sihanouk, Battambang, Siem Reap and Ratanakiri.

As part of the implementation of the Cambodia PROTECT strategy, a five-year campaign called 'Strong Family' was launched by MoSVY with support from UNICEF at a high-level advocacy event in Phnom Penh in February 2021. As of December 2020, the campaign has reached more than 4 million people across the country mainly through mass media and ICT components. In 2021 onward, the implementation of the campaign will continue with strong focus on community engagement as well as mass media, ICT and advocacy components.

2. Purpose

The purpose of this consultancy is to provide technical, administrative, operational and logistical support for the implementation of the Cambodia PROTECT strategy.

For this purpose, the consultant is expected to work closely with UNICEF, senior and technical officials of MoSVY and key partners, which include, but are not limited to:

- Technical Working Group on Prevention (TWG), a coordination mechanism for the implementation of relevant activities to violence prevention under the Cambodia's Action Plan to Prevent and Respond to Violence against Children 2017-2021, including the Cambodia PROTECT strategy. It is chaired by MoSVY and composed of other ministries and national and international NGOs as members;
- Child Welfare Department (CWD) under MoSVY, for secretarial and technical support to the TWG to coordinate the implementation of the Cambodia PROTECT strategy; and

3. Work Assignments

- a) Provide support to TWG as well as CWD under MoSVY to implement the Cambodia PROTECT strategy

Mass media component:

- Provide technical support to broadcast the existing communication materials for the mass media component, such as 2 TV spots and 1 radio spot, in coordination with the selected institution for media placement
- Provide technical and coordination support to CWD under MoSVY to prepare for and broadcast the radio call-in-shows on a weekly basis for 5 months from May to September 2021 in coordination with the selected institution for media placement
- Support the production of radio episodes related to prevention of child marriage in coordination with the selected institution and relevant stakeholders

ICT component:

- Provide technical support to and strengthen capacity of key staff from CWD under MoSVY to manage the ICT component, including the campaign website, a social media platform, Short Message Services (SMS) and Interactive Voice Response (IVR)
- Develop three editorial plans for the campaign social media platform, covering 1) the third quarter of 2021; 2) the fourth quarter of 2021; and 3) the first quarter of 2022. These plans provide detailed schedules and contents of the social media platform.
- Provide technical and coordination support to the Regional Think Tank, composed of the UNICEF East Asia and the Pacific Regional Office (EAPRO), ICT industry, academia, UN agencies and CSOs, to test the Theory of Change and the Evaluation Framework to measure behavior change for online child safety. Online assets being developed by the institution selected by EAPRO will be disseminated through the Strong Family campaign social media platform for 4 weeks between May and June.
- Provide technical support to apply the mobile-based application called 'Rapid Pro' to the Strong Family campaign and to disseminate the existing evidence-based parenting messages and materials for parents and caregivers in partnership with relevant stakeholders.
- Provide technical inputs to develop, finalize and disseminate key messages and communication materials for the ICT component in coordination with the selected institutions and other key stakeholders. Messages and materials can be developed based on the Theory of Change and the Evaluation Framework being finalized by the Regional Think Tank and can be disseminated through the Rapid Pro application.

Advocacy component:

- Revise and update the implementation plan for the advocacy component based on the Cambodia PROTECT strategy, specifying key activities at national and sub-national levels, responsible persons/organizations for each activity, timelines and any considerations.

- Support the implementation of activities under the advocacy component based on the above-mentioned implementation plan, which will be revised and updated by the selected consultant.

Community engagement component:

- Provide technical and coordination support to TWG and CWD under MoSVY as well as sub-national authorities and community people in the six target provinces to implement activities under the community engagement component: i) a local special event day; ii) community child clubs; iii) school-based child clubs; iv) parent support groups; v) participatory theatres; and vi) community outreach activities to engage men. Sub-national authorities and community people include the Provincial Department of Social Affairs, Veterans and Youth Rehabilitation (DoSVY), the Provincial Women and Children Consultative Committees (PWCCC), the Commune Councils for Women and Children (CCWC), religious leaders, teachers, adolescents and youth. The implementation of the community engagement component should be based on the existing community engagement plan and facilitator's guidelines.
- Review existing materials and contents to integrate into the Cambodia PROTECT campaign other awareness raising programmes and interventions, such as prevention of child marriage, child protection pagoda programme, child online protection, Positive Parenting Programme, Positive Discipline in Schools Programme and Integrated Early Childhood Development (IECD).

Overall coordination and monitoring:

- Support CWD under MoSVY to organize TWG meetings to coordinate, monitor and report the progress of the implementation of the Cambodia PROTECT strategy.
 - Provide technical and coordination support to MoSVY to conduct a mid-line survey in coordination with the selected research institute
 - Develop an implementation plan for the Strong Family campaign from 2022 to 2024 based on the results of the mid-line survey
 - Monitor the implementation of the Strong Family campaign (mass media, ICT, community engagement and advocacy components), including travelling to provinces. The selected consultant will collect and collate all relevant reports from relevant government ministries and NGO partners at national and sub-national levels. The selected consultant will develop and submit four monitoring reports which highlight performances such as reach, coverage and successful contents, challenges, lessons learnt and recommendations for improvement in the future contents and plans.
 - Develop and submit four quarterly reports, including key achievements for each quarter, challenges, lessons learnt and recommendations.
- b) Contribute to knowledge and evidence generation for the UNICEF Child Protection programme
- Develop and finalize a total of three human interest stories for documenting good practices, reporting to donors, fundraising and other external communication purposes, including travelling to provinces and interviewing with beneficiaries
 - Provide technical inputs relevant to child protection, especially the Cambodia PROTECT strategy, to the office-wide C4D strategy to be developed by the selected consultant.

4. Qualifications or Specialized Knowledge/Experience Required

Qualifications and Experience

- Academic qualification at the Master's level in the relevant fields such as communication, behavioural sciences, anthropology, child protection or social sciences¹
- At least 5 years of professional experience in communications, media relations and advocacy.
- Proven experience in developing, implementing and monitoring communication for development and behaviour change communication campaigns is an advantage.
- Previous work experience with international development organizations and/or government agencies is an advantage.

¹ Demonstrated professional experience can be accepted in lieu of an academic qualification at the Master's level.

Knowledge and Skills

- Demonstrated knowledge of child protection, especially of violence prevention and family preservation, and of social and cultural norms, beliefs and practices that lead to violence against children and unnecessary family separation
- Proven knowledge and understanding of the Cambodian context
- Knowledge of UNICEF programming is an advantage
- Excellent management, interpersonal, planning and coordination skills
- Demonstrated ability to work in a multi-cultural environment and establish harmonious and effective working relationships

Competencies of Successful Candidate

- Communication
- Working with people
- Drive for results
- Relating and networking
- Applying technical expertise
- Formulating strategy and concepts

Languages

Fluency in spoken and written Khmer and English

5. Location

The consultant is expected to be fully based in the UNICEF Cambodia Country Office in Phnom Penh and therefore, the working flexibility could be discussed and agreed with the supervisor during this period. Travel to provinces for a total of 40 days is anticipated during the contract duration.

6. Duration

The consultant is expected to work full-time for a period of 10 months from June 2021 to March 2022. The consultant is required to travel within the country for a total of 40 days to perform this assignment during the contract duration.

7. Deliverables

<i>Deliverables</i>	<i>Timeframe</i>	<i>Payment (including business travel fee) be directly linked with satisfactory deliverables</i>
Deliverable 1: The submission of: <ul style="list-style-type: none"><input type="checkbox"/> One quarterly progress report<input type="checkbox"/> One monitoring report for the Strong Family campaign for the second quarter of 2021	June 2021	25 per cent

<p>Deliverable 2: The submission of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> One human interest story <input type="checkbox"/> One quarterly progress report <input type="checkbox"/> One monitoring report for the Strong Family campaign for the third quarter of 2021 <input type="checkbox"/> One editorial plan for the social media platform for the third quarter of 2021 	July-September 2021	25 per cent
<p>Deliverable 3: The submission of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> One human interest story <input type="checkbox"/> One quarterly progress report <input type="checkbox"/> One monitoring report for the Strong Family campaign for the fourth quarter of 2021 <input type="checkbox"/> One editorial plan for the social media platform for the fourth quarter of 2021 	October-December 2021	25 per cent
<p>Deliverable 4: The submission of:</p> <ul style="list-style-type: none"> <input type="checkbox"/> One human interest story <input type="checkbox"/> One quarterly progress report <input type="checkbox"/> One monitoring report for the Strong Family campaign for the second quarter of 2022 <input type="checkbox"/> One editorial plan for the social media platform for the first quarter of 2022 <input type="checkbox"/> One implementation plan for the Strong Family campaign from 2022 to 2024 	January-March 2022	25 per cent

8. Reporting Requirements

Reports and documents to be prepared during the contract duration include, but are not limited to:

- Four quarterly progress reports: A maximum of 5 pages for each quarterly progress report, English
- Four monitoring report: A maximum of 10 pages, Khmer and English
- Three editorial plans: A maximum of 6 worksheets (One worksheet per month), in an EXCEL format, Khmer and English
- Three human interest stories: 700-1,000 words for each human interest story, English
- One implementation plan for the Strong Family campaign: A maximum of 15 pages, English
- Presentation materials: A maximum of 5-20 slides, in a POWER POINT format, English
- Minutes of meetings: A maximum of 2 pages, English
- Mission reports: A maximum of 2 pages, English

All working documents and the final products shall be submitted electronically, produced with a high quality, delivered in an engaging and accessible format, and guided by the guidelines set forth in the UNICEF Style Book. The deadlines for submission of each document is specified in the table above in “7. Deliverables.” The contents of each document are also described in “3. Work Assignments.” The Child Protection Officer should receive all reports.

9. Payment Schedule linked to deliverables

Payment terms in relation to key deliverables are specified in “Deliverables” section. The consultant is required to submit each deliverable along with an invoice. The payment is made upon the submission and approval of the 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.*

10. Administrative Issues

- The consultant shall be required to include the cost of in-country travel in the financial proposal. Travel cost shall be calculated based on economy class travel, regardless of the length of travel. Costs for accommodation, meals and incidentals shall not exceed applicable daily subsistence allowance (DSA) rates, as promulgated by the International Civil Service Commission (ICSC).
- Access to printers, office space and one computer will be provided by UNICEF.

11. Paid time off

- The Paid Time Off (PTO) benefits apply to individual contractor and consultants who work on time-based contracts on an ongoing and full-time basis with a minimum contract duration of one calendar month (hereafter the "individual Contract").
- Entitlement: The individual contractor will receive PTO credit at the rate of one-and half days (1.5 days) for each full month of service, to be credited on the last calendar day of the month, and up to 17 days for a maximum of 11.5 months contract.
- Utilization: PTO may be taken in units of days and half days. In calculating the PTO to be charged, any absence of more than two hours but less than four hours (excluding lunch hour) is counted as half days; similarly, any absence of more than four hours (excluding lunch hour) is counted as one day.
- Unused Paid Time Off: PTO is a benefit that must be used during the time of the contract. Any unused PTO cannot be carried to future contract and any accumulated PTO will be forfeited at the end of the contract.

12. Contract supervisor

The consultant will work under the supervision of the Child Protection Specialist. Compliance with the ToR and timely delivery of the expected deliverables will be closely monitored. Upon the completion of work assignments, the supervisor will evaluate the consultant's work, certify relevant documents and process/follow-up on the payments.

13. Nature of 'Penalty Clause' to be Stipulated in Contract

Unsatisfactory performance: In case of unsatisfactory performance the contract will be terminated by notification letter sent five (5) business days prior to the termination date in the case of contracts for a total period of less than two (2) months, and ten (10) business days prior to the termination date in the case of contracts for a longer period

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

14. 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)
- Financial proposal: All-inclusive lump-sum cost including travel and accommodation cost for this assignment as per work assignment.

15. 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.

Applications shall therefore contain the following required documentation:

- a) Technical Proposal: Containing a cover letter, updated CV or resume, and copies of 2 relevant performance evaluation reports or references of similar consultancy assignments conducted by the consultant.
- b) Financial Proposal: Lump-sum offer with the cost breakdown, including consultancy fee, in-country travel costs for a total of 40 days, per-diem to cover lodging and meals during in-country travel and any other cost required for this consultancy. The travel shall be calculated based on the most direct and economy fare.

**No financial information should be contained in the technical proposal.*

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 developing, implementing and monitoring behaviour change communication campaigns (30 points)
 - Knowledge, skills, competencies and languages (30 points)
 - Quality of past work (20 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 a candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.