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| Work Assignments Overview | Deliverables/Outputs | Delivery deadline |
| **Technical support with the digital fundraising in Kazakhstan*** Maintain Landing pages;
* Develop FAQs and content jointly with the programme team and Virtual hub team in DI topic;
* Undertake Proofreading of the content in Russian and Kazakh;
* Identify and develop ways to improve the partner journey and the individual giving experience
* Identify and support operationalization of the most suitable digital fundraising mechanisms to engage individual donors;
 | - At least 3 landing pages in Kazakh, Russian and English are up-to-date; - At least 3 digital assets are renewed; - Digital content is available  | June 2023  |
| **Technical support in scaling up cooperation with the business:** * Create Corporate tie-up with Kazpost for the digital fundraising;
* Initiate and develop Cause-related marketing partnership with 1 business
* Ensure Constant coordination with Kazpost to support digital fundraising efforts in Kazakhstan;
* Provide technical assistance with establishing and signing contract with Kaspi.kz for creating alternative pathway for donors;
 | At least 1 pitch presentation is available and approved by UNICEF; Cause-related marketing partnership with one business is available and approved by UNICEFTechnical contributions to the meetings and establishment of a contract with Kaspi | July 2023  |
| **Fundraising event jointly with Rixos Borovoe in the form of Gala dinner is prepared** * Prepare 1-pager and reach out to auction- targeted companies to secure unique items for Gala’s auction
* Support the development of the concept of the Gala, its design and preparation, in relation with the PR Agency.
* Identify and support mobilization of high-level profile guest and other partners
 | The Concept of the Gala and mobilization & operationalization strategy is available At least 20 auction items are secured; At least 300 strategic invitees are identified ; At least 1-pager is developed for Gala event to sponsors;  | August 2023  |
| **UNICEF Business Council is conducted and engagement with private sector to achieve better results for children is strengthened:** * Ensure the Fourth (4th) UNICEF Business Advisory Council (BAC) meeting is conducted
* Maintain constant contact with business partners, members of the BAC, and other emerging partners
* Organize periodic meetings of the sub-groups of the Business Advisory Council;
* Document meeting with partners and ensure follow up actions;
 | Supporting technical documents are available for the organization of 1 BAC meeting Report of the BAC meeting is available and approved by UNICEF4 Working group meetings are conducted, with documentation availableAt least 2 periodic updates are available for BAC members | September 2023  |
| **Partnerships with the prospects high-value multi-country companies is developed** * Develop draft proposals in close liaison with partnership officer and programme teams
* Draft concept notes, 1-pagers and investment cases jointly with Partnerships Officer and programme team for fundraising purposes;
* Guide and Develop one-pagers in the progamme areas with funding needs;
 | At least 2 solid draft proposals are available; At least 3 one-pagers are available;  | October 2023  |
| **Fundraising event jointly with Rixos Borovoe in the form of Gala dinner is conducted:** * Follow up on invitations with high-profile guests;
* Ensure that auction items are available;
* Coordinate decoration and set up in the venue jointly with Rixos Borovoe team and PR company;
* Coordinate closely with UNICEF Communications team event process;
 | UNICEF Gala dinner is conducted; Communication materials related to the Gala are availableReport on the Gala and its outcomes is available | November 2023  |
| **Technical support with the digital fundraising in Kazakhstan for the Holiday giving season is ensured**: * New programmatic areas for the holiday season is identified;
* Landing pages are updated and maintained;
* FAQs added, content is constantly updated jointly with the programme team and Virtual hub team in DI topic;
* Proofreading of the content in Russian and Kazakh;
 | Programmatic area for the holiday season is identified with programme team, with story-telling and mobilization strategy availableAt least 2 Videos with influencers are available Landing page content is up to date;  | December 2023  |
| **Partnerships with the prospects high-value multi-country companies is developed** * Develop draft proposals in close liaison with partnership officer and programme teams
* Draft concept notes, 1-pagers and investment cases jointly with Partnerships Officer and programme team for fundraising purposes;
* Guide and Develop one-pagers in the progamme areas with funding needs;
 | At least 2 solid draft proposals are available; At least 3 one-pagers are available;  | January 2024  |
| **UNICEF Business Council is conducted and engagement with private sector to achieve better results for children is strengthened:** * Ensure the Fourth (5th) UNICEF Business Advisory Council (BAC) meeting is conducted
* Maintain constant contact with business partners, members of the BAC, and other emerging partners
* Organize periodic meetings of the sub-groups of the Business Advisory Council;
* Document meetings with partners on a constant basis
 | Supporting technical documents are available for the organization of 1 BAC meeting Report of the BAC meeting is available and approved by UNICEF4 Working group meetings are conducted, with documentation availableAt least 2 periodic updates are available for BAC members | February 2024  |
| **Technical support with the digital fundraising in Kazakhstan dedicate to Nauryz and Ramadan period:** * Maintain Landing pages;
* Develop FAQs and content jointly with the programme team and Virtual hub team in programmatic topic;
* Undertake Proofreading of the content in Russian and Kazakh;
* Identify and develop ways to improve the partner journey and the individual giving experience
* Identify and support operationalization of the most suitable digital fundraising mechanisms to engage individual donors;
 | - At least 3 landing pages in Kazakh, Russian and English are up-to-date; - At least 3 digital assets are renewed; - Digital content is available   | March 2024  |

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| **Estimated Consultancy fee** |  |  | **$14,700** |
| Travel International (if applicable) |  |  |  |
| Travel Local (please include travel plan) |  |  |  |
| DSA (if applicable) |  |  |  |
| **Total estimated consultancy costs[[1]](#endnote-1)** |  |  | $14,700 |
| **Minimum Qualifications required\*:** | **Knowledge/Expertise/Skills required \*:** |
| [x]  Bachelors [ ]  Masters [ ]  PhD [ ]  Other Enter Disciplines | * A university degree in public relations, international relations, marketing, business administration, communications, international development, or another relevant field.
* At least 3 years of experience in the area of public relations, private sector development, marketing, external relations.
* Strong communications skills, verbal and written.
* Fluency in English and Russian is required. Knowledge Kazakh language is considered as an asset.
* Computer proficiency. To be able to work effectively on multiple assignments simultaneously and adapt to changing demands and circumstances.
* Knowledge of child rights agenda and policies in the country is required
* Previous work experience with international and/or UN agencies will be an asset
 |
| \*Minimum requirements to consider candidates for competitive process  | \*Listed requirements will be used for technical evaluation in the competitive process |
| **Evaluation Criteria (This will be used for the** [**Selection Report**](https://unicef.sharepoint.com/%3Ax%3A/r/sites/DHR/_layouts/15/Doc.aspx?sourcedoc=%7B86E327DF-70C8-4D8F-AC97-D7616AC383E4%7D&file=Selection%20Report%20Template.xlsx&action=default&mobileredirect=true) **(for clarification see** [**Guidance)**](https://unicef.sharepoint.com/%3Aw%3A/r/sites/DHR/_layouts/15/Doc.aspx?sourcedoc=%7BB3E3517A-8BBF-4368-90FE-7DBCD31544EA%7D&file=Guidance%20on%20Completing%20the%20Selection%20Matrix%20for%20Consultants%20and%20Individual%20Contractors.docx&action=default&mobileredirect=true)A) Technical Evaluation (e.g. maximum 75 Points) B) Financial Proposal (e.g. maximum of 25 Points)A) Technical Evaluation (maximum 75 Points) B) Financial Proposal (maximum of 25 Points)Technical evaluation (sub-criteria, total = 100 scores)

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| Experience in the fundraising: the candidate should be aware of the donor community in Kazakhstan; have experience in working in international organizations and mobilizing resources, building partnerships, demonstrating a thorough understanding of child rights. He/she should have strong writing skills both in English and Russian, be aware of the donor opportunities;  | 35 scores  |
| Experience in developing proposals, plans, pitches: The candidate should have experience in participating in the development/implementation of data or action plans and strategies based on evaluation/self-assessment results and other data sources. He/she should have the skills to prioritise, set goals and participate in developing proposals/policies in accordance with the highest standards of quality and accountability. Strong communication and interpersonal skills to build partnerships, work with different stakeholders (businesses, government stakeholders, donor community) and skills for organise high-level events. | 35 scores 30 scores |

B) Financial Proposal (maximum of 25 Points)Financial Proposal Candidates must submit a financial proposal for the whole assignment based on these Terms of Reference. The financial proposal should clearly state the cost of the services for each Deliverables/Outputs. The financial proposal that provides the best value for money, meaning the lowest financial proposal, will receive the highest score during assessment. This is the main principle because saved funds will be directed towards other activities to aid children in Kazakhstan. Only financial proposals that fully cover all deliverables outlined in the terms of reference will be considered. |
| **Administrative details:**Visa assistance required: [ ] [ ]  Home Based [x]  Office Based: |  **If office based,** seating arrangement identified: [x] IT and Communication equipment required: [x] Internet access required: [x]  |
| **Request Authorised by Section Head****Laetitia Bazzi-Veil, Deputy Representative**  | **Request Verified by HR:****Marat Alissov, HR Associate** |
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| *Approval of Representative* **Arthur van Diesen, Representative** |
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 Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

Payment of professional fees will be based on submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant

**Text to be added to all TORs:**

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.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

UNICEF offers [reasonable accommodation](https://www.unicef.org/careers/unicef-provides-reasonable-accommodation-job-candidates-and-personnel-disabilities) for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

1. [↑](#endnote-ref-1)