**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS**

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| **PART I**  |
| Title of Assignment | Social and Behaviour Change Data Analyst Specialist |
| Section | C4D Section |
| Location | Remote / home-based  |
| Duration | 11 months  |
| Start date | From: 1/10/2021  | 31/08/2022  |

**Background and Justification**

The UNICEF Communication for Development section is at the forefront of the COVID-19 response, ensuring the design of evidence-based Social and Behavioural Change (SBC) interventions. SBC interventions increasingly shape vaccine demand - particularly in the context of COVAX introduction -, the adoption and maintenance of preventive practices and the continuity of health, nutrition, HIV, protection and education services uptake.

Since March 2020, all 21 countries in Eastern and Southern Africa (ESA) region are mobilized to respond the COVID-19. The C4D section of UNICEF Southern and Eastern Regional Office (ESARO) is providing Technical Assistance to UNICEF Country Offices so that they can timely and effectively support their respective national governments in the development, implementation and monitoring of evidence-based, targeted demand promotion and risk communication strategies.

UNICEF ESARO is looking for an SBC Data Analyst Specialist to build high quality data systems that will serve the purpose of improving the scientific rigor of UNICEF work in countries and at regional level. The consultant will ensure adequate technical support to COs for data collection, analysis and visualization to inform Social and Behavioural Change initiatives associated to COVID-19 prevention, COVAX introduction and monitoring of adherence to essential services related to health, education, protection, HIV and nutrition, in time of COVID-19. He / She will provide bilateral support to build capacities at country level on all elements related to data collection and analysis. The consultant will also support the monitoring and evaluation components of social and behavioural interventions in the region.

**Scope of Work**

**Goal and Objective:**

**Under the supervision of the C4D Specialist / Health, the Data Specialist will be responsible for:**

* **Assisting selected UNICEF ESAR Country offices in developing or adapting data collection tools**
* **Support selected UNICEF ESAR Country Offices to contract compagnies specialized in mobile/remote surveys.**
* **Supporting country Offices for data analysis and content visualization**
* **Preparing regional cross-country analysis slide decks**
* **Providing specific support on monitoring and evaluation of C4D interventions including the development/update of regional data products.**

**Among others, the Data Specialist will support the following existing initiatives and platforms:**

* Community Rapid Assessment (CRA), a rapid mobile-based population short survey on behavior, coping strategies and communication channels during COVID-19 aiming to examine behaviors and drivers, demonstrate a lightweight methodological approach and routinely use social and behavioral population surveys.
* Behavioural and Social Drivers (BeSD) package aiming to measure drivers influencing the demand and uptake of C-19 vaccines. It comprises both qualitative and quantitative tools for Health Workers, Teachers and General Population. Tools have been digitalized and uploaded into the Internet of the Good Things, a UNICEF-led initiative that aims to bridge the digital divide in societies.
* Back to School Rapid Assessments implemented by COs to assess the level of return to school and the learning barriers experienced at school and community education;
* U-Report polls rolled-out “in time of COVID”: UNICEF ESAR 14/21 COs are using regularly this platform to run different polls on COVID-19 prevention, assessing perceptions on COVID-19 vaccines, back to school and other topics. U-Report is a social messaging tool and data collection system developed by UNICEF to improve citizen engagement, inform leaders, and foster positive change. The program sends polls and alerts using SMS or social media channels to its participants, collecting real-time responses, and subsequently publishes gathered data.
* Internet of Good Things poll and survey data: UNICEF ESARO is expanding use of IoGT as a platform to engage frontline workers and other audiences who may be affected by the digital divide. IoGT is an open-source platform optimized for low-end mobile devices which is used to deliver UNICEF and partner content to the last digital mile.

**Outputs and Tasks include:**

1. Assist ESAR Country offices in developing or adapting data collection tools
* Provide technical assistance in revising and finalizing CO survey quantitative and qualitative questionnaires.
* Ensure that suggested methodologies and sampling sizes are of scientific rigor
* Support data disaggregation by different socio-economic variables
* Adapt existing questionnaires such as BeSD to be run in different platforms such as U-Report and IoGT.
1. **Support selected UNICEF ESAR Country Offices to contract compagnies specialized in mobile/remote surveys.**
* Develop generic ToRs and support contextualization by COs
* Support the identification and recruitment of qualified compagnies including the review of technical and financial proposals.
1. **Data analysis and content visualization.**
* Support the analysis of available SBC country data, emphasizing existing trends and highlighting barriers and drivers influencing individual behaviours and social norms.
* Ensure that the analysis considers the disaggregation of data by different socio-economic variables
* Provide technical assistance in data visualization to facilitate the understanding and dissemination of findings
1. **Prepare regional cross-country analysis**
* Prepare visual cross-country analysis of existing data as required, particularly for BeSD data, Back to School data, and polls with frontline workers.
1. **Support the monitoring and evaluation of C4D interventions as well as regional data products**
* Provide technical assistance to CO in the selection of SBC indicators to facilitate the monitoring and evaluation of C4D interventions related to the Covid-19 response.
* Support the yearly monitoring and evaluation exercise of Gavi priority countries
* Update the yearly C4D Needs Score

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| **Related Outputs** | **Deliverable** | **Duration** | **Timeframe** |
| #1, #2, #3, #4 and #5 | 1st Progress report electronically submitted to the supervisorAt least 2 countries supported in the finalization of survey tools and/or analysis of existing dataAt least 2 CO supported in the roll out and data analysis of U-Report of BeSD polls and/or surveys1 questionnaire adapted to U-Report  | Monthly | October 1st to October 31st 2021 |
| #1, #2, #3, #4 and #5 | 2st Progress report electronically submitted to the supervisorAt least 2 countries supported in the finalization of survey tools and/or analysis and visualization of existing dataAt least 2 CO supported in the roll out and data analysis of U-Report of BeSD polls and/or surveys | Monthly | November 1st to November 30th 2021 |
| #1, #2, #3, #4 and #5 | 3st Progress report electronically submitted to the supervisor1 cross-country comparative analysis (slide-deck) finalized and submitted to the supervisorYearly monitoring and evaluation exercise of Gavi priority countries submitted to supervisor  | Monthly | December 1st to December 31st 2021 |
| #1, #2, #3, #4 and #5 | 4st Progress report electronically submitted to the supervisorAt least 4 countries supported in the monitoring and evaluation of SBC interventions related to the Covid-19 response.C4D needs score submitted to the supervisor1 slide-deck showcasing the M&E results Gavi priority countries submitted to supervisor | Monthly | January 1st to January 30th 2022 |
| #1, #2, #3, #4 and #5 | 5st Progress report electronically submitted to the supervisorAt least 4 countries supported in the monitoring and evaluation of C4D interventions related to the Covid-19 response.At least 2 countries supported in the finalization of survey tools and/or analysis of existing data | Monthly | February 1st to February 20th 2022 |
| #1, #2, #3, #4 and #5 | 6th Progress report electronically submitted to the supervisorAt least 2 countries supported in the finalization of survey tools and/or analysis of existing data1 cross-country comparative analysis (slide-deck) finalized and submitted to the supervisor | Monthly | March 1st to March 31st 2022 |
| #1, #2, #3, #4 and #5 | 7th Progress report electronically submitted to the supervisorAt least 2 CO supported in the roll out and data analysis of U-Report of BeSD polls and/or surveysAt least 2 countries supported in the finalization of survey tools and/or analysis and visualization of existing data | Monthly | April 1st to April 30th 2022 |
| #1, #2, #3, #4 and #5 | 8th Progress report electronically submitted to the supervisor1 cross-country comparative analysis (slide-deck) finalized and submitted to the supervisorAt least 2 CO supported in the roll out and data analysis of U-Report of BeSD polls and/or surveys | Monthly | May 1st to May 31st 2022 |
| #1, #2, #3, #4 and #5 | 9th Progress report electronically submitted to the supervisorAt least 2 countries supported in the finalization of survey tools and/or analysis and visualization of existing dataAt least 2 CO supported in the roll out and data analysis of U-Report of BeSD polls and/or surveys | Monthly | June 1st to June 30th 2022 |
| #1, #2, #3, #4 and #5 | 10th Progress report electronically submitted to the supervisor1 cross-country comparative analysis (slide-deck) finalized and submitted to the supervisorAt least 2 countries supported in the finalization of survey tools and/or analysis and visualization of existing data | Monthly | July 1st to July 31st |
| #1, #2, #3, #4 and #5 | Final progress report electronically submitted to the supervisor1 presentation summarizing the overall support provided presented to the COs | Monthly | August 1st to August 31st |

**Duration of the contract:**

The contract comprises 11 months to be completed between 1/10/2021 and 31/08/2022. The estimated start date of the contract is October 1st, 2021.

**Payment Schedule**

Payments are linked to deliverables as per the below table.

| **Deliverable** | **Payment schedule linked to deliverables** |
| --- | --- |
| 1st Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed  |
| 2nd Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed |
| 3rd Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed |
| 4th Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed |
| 5th Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed |
| 6th Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed |
| 7th Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed |
| 8th Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed |
| 9th Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed |
| 10th Progress report electronically submitted to the supervisor | 9% of total payment to be disbursed |
| Final report electronically submitted to the supervisor | 10% of total payment to be disbursed |

**Qualifications of Successful Candidate**

1. Education: A Master’s degree in Statistics, Mathematics, Computer Science, Applied Maths, Data Science, Machine Learning, Economics, or any other related field. A first level university degree in combination with an additional two (2) relevant experience may be accepted in lieu of the advanced university.

2. Work experience:

* **Eight (8) years responsible work experience in social sciences research and data analysis, preferentially including experience in/with developing countries, with practical experience in developing methodologies and tools to inform action/programmes/ policies.**
* Experience analyzing data from social monitoring systems, monitoring and evaluation work, or other survey work.
* Experience performing data extraction, cleaning, analysis and presentation for medium to large datasets.
* Excellent writing skills planning and coordination skills, with proven ability to work independently.
* Previous work with UNICEF (HQ or ROs) is an added advantage.

3. Additional qualifications:

* An inquisitive and creative mindset, as well as excellent written and verbal communication skills for coordinating across teams and countries.
* Ability to communicate complex ideas in data science to relevant stakeholders.
* A passion for empirical research and for answering hard questions with data.
* Proven record of solving challenging problems in emergency and humanitarian settings.
* A drive to learn and master new technologies and techniques.
* A Team Player mentality and desire to collaborate with multicultural and diverse colleagues, as well as, work independently.
* Excellent project management skills.
* Experience using Power Bi or other data analytics and interactive visualization software.
* Experience using HTML, CMS management, and specifically Wagtail CMS, is a plus.
* Experience working with the UN and/or one of its entities is an asset but not necessary.
* Desire to join UNICEF at a moment in history when the importance of learning from our data is transforming every aspect of our work.

4. Language: Oral and written proficiency in English. Knowledge of French and Portuguese languages is considered an asset.

**Competencies of Successful Candidate**

The following UNICEF competency areas apply:

* Builds and Maintains Partnerships
* Demonstrates self-awareness and ethical awareness
* Drive to achieve results for impact
* Innovates and embraces change
* Manages ambiguity and complexity
* Thinks and acts strategically
* Works collaboratively with others

**Administrative issues**

*The consultant is expected to be home based.*

**Conditions**

* The consultant will be responsible for his/her own computer and additional specialized equipment to conduct the assignment.
* As per UNICEF policy, payment is made against approved deliverables. No advance payment will be allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases, for example for supplies or travel, may be necessary.
* The selected candidate will be governed by and subject to UNICEF’s General Terms and Conditions for individual contracts and the consultancy will be conducted in accordance with the UN Evaluation Group Code of Conduct and ethical standards[[1]](#footnote-1).

**Risks/Limitations**

No specific risks are anticipated during this assignment except, in unlikely circumstances, delays in submission of deliverables. Effort will be undertaken to mitigate this by closely working with the consultant to ensure that each of the deliverables is submitted and available by the due date.

**Application**

* Expression of interest / motivation letter
* UN P11 Form ([download here](http://www.unicef.org/about/employ/files/P11.doc)) and Curriculum Vitae
* At least one examples of previous, relevant work
* Candidates should indicate their all-inclusive fees

Interested consultants to indicate ability, availability and daily rate. Applications submitted without a fee/ rate will not be considered.

The application should be transmitted via email to Helena Ballester Bon hballesterbon@unicef.org and Massimiliano Sani masani@unicef.org by August 12th, 2021.

Email Subject: *Social and Behaviour Change Data Specialist.* Late submissions or incomplete applications will not be considered.

1. [↑](#footnote-ref-1)