|  |
| --- |
| **Scope of Work:**The consultant will be responsible for the below workstreams:**Planning and programming*** In close cooperation with the selected RapidPro vendor adapt U-Report to local needs, implement, test, and launch it as soon as possible
* Pass the RapidPro & U-Report online training provided by the selected RapidPro vendor
* Conduct desk review of available U-Report polls globally (priority – healthcare, climate change with possible additional thematic areas upon consideration), localize the selected ones and launch in Kazakhstan after approval of all relevant stakeholders taking into account human rights, equity, gender and disability lenses
* Create Standard Operating Procedures to be followed by all users of the U-Report platform
* Set up a system to ensure that the information collected via U-Report is available to the UNICEF program sections to guide their activities.
* Assist in setting up media launch of U-Report - Working with the UNICEF CO Communications section, design awareness raising and advocacy plan to run both national and subnational communication campaigns across traditional and social media.
* Operationalize establishment of U-Report steering committee to lead the technical deployment of U-Report
* Coordinate U-Report steering committee quarterly meetings, liaise with all members, act as the Steering Committee Secretary.
* Establish and manage partnership with a national NGO active in youth development sphere to initiate and scale-up U-Report promotional activities and recruitment of U-Reporters in Kazakhstan.
* Schedule and manage polling questions / chatbot in coordination with the steering committee members and other related sections.
* Construct communication flows for polls on Rapid-pro.
* Arrange necessary translations of the polls into Kazakh and Russian and post them on Whatsapp, Instagram and U-report website.
* Manage U-Report Poll Calendar (align with global advocacy dates and campaigns).

**Monitoring** * Monitor U-Report initiatives on daily basis through review of incoming messages, feedback, consultative meetings and/or exchange of information with partners/stakeholders to assess progress, identify bottlenecks and potential problems and take timely actions to resolve issues and/or refer to relevant officials for timely resolution.
* Create complaint and feedback mechanism through U-Report aligned with UNICEF ethical standards and safeguarding principles.

Ensure that project deliverables are provided on time and on budget**Analysis and Evaluation** * Analyze current polls for publication in national press and share with partners.
* Identify and categorize popular themes from unsolicited messages that potentially require further processing e.g. reports of diseases and outbreaks. All data generation processes, and deliverables underwent UNICEF Standard Operating Procedures (SOPs) for Quality Assurance and Ethical Standards in UNICEF-supported Research, Studies, and Evaluations (RSEs).
* Identification and rectification of missing fields of demographics and registration based on user profile information.

**Managing accounts and website** * Manage U-Report Kazakhstan website (manage poll results, update youth stories). Example: [U-Report Uzbekistan](https://uzbekistan.ureport.in/)
* With support of Digital Communication Assistant launch and manage U-Report Kazakhstan Instagram account on a regular basis.
* Keep updated on the U-Report and social media policy change by closely working with UNICEF Office of Innovation / regional office, Global Innovation Center, RapidPro hosting company and relevant parties.

Manage technical issues on the U-Report platform and participate in global calls.**Innovation, partnership, acceleration and sustainability** * Make recommendations on innovative scale-up/campaigns and data display in U-Report website.
* Develop a long term strategy in use of U-report as a gender responsive tool in measuring social behaviour changes in various thematic areas.
* Engage related stakeholders (youth groups, private sector, NGOs, ministries) for scale-up.
* With support of Communication Specialist provide necessary inputs into UNICEF grant proposals to secure funding for sustainability of U-Report Kazakhstan initiative.

The consultant will work closely with UNICEF Kazakhstan Communication, Programme and Child Rights Monitoring teams, relevant governmental bodies, youth NGOs, RapidPro vendor and other partners under the implementation of the main tasks and accomplishment of the deliverables. |
|  |