**Terms of Reference**

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| **Title** | **Youth Digital Engagement Consultant** |
| **Work Type** | Consultancy |
| **Type of contract** | Individual |
| **Type of publication** | International |
| **Level** | At least 5 years’ experience |
| **Purpose** | Support UNICEF’s presence on social media, its work on youth digital engagement using digital technologies and build innovative platforms around social entrepreneurship, blogging internships and other areas of interests. |
| **Activity number** | WBS no: - 6690/A0/06/880/005  Grants:  SC 149901 Expiration date: 31/12/2018  SC 149905 Expiration date: 31/12/2018  SC 160313 Expiration date: 31/12/2018  SC 180500 Expiration date: 04/06/2020  Non-Grant (GC) |
| **Location** | Djibouti |
| **Duration** | 6 months |
| **Start Date** | 1st October 2018 |

1. **Background and justification**

Youth and millennials (15-34) are the world's future decision-makers, future/new parents – and one of the main targets of the GCPAS. In Djibouti, according to the Census 2009, this age group represents 40.2 per cent of the population. Youth and millennials are the main users of internet, digital technology and social media platforms and therefore the best group to engage through a social media driven movement to generate a two-way dialogue about children’s rights issues.

In Djibouti, young people are increasingly engaging with social media and digital tools - for recreation, education and empowerment. Because of this, UNICEF Djibouti is further reinforcing its role in the interactive dialogue with and for these audiences, including but not limited to engaging and innovating where UNICEF is committed to: giving children and young people a safe online space to learn and lead, and join in global discussions; giving children and young people resources and digital tools with which they can advocate for change in their communities; understanding the risks made possible by digital tools in new contexts; and promoting a safe and a responsible way to use digital tools. According to the latest figures released by Internet World Stats[[1]](#footnote-1), there were 180,000 Internet users at the end of December 2017. Mobile-cellular subscriptions per 100 inhabitants increased from 22.7 in 2012 to 34.7 in 2017 according to UN data [[2]](#footnote-2).

With regards to social media, the Arab Social Media Report[[3]](#footnote-3) indicates that, as of March 2014, there were 180,000 Facebook users (18.5 per cent penetration rate) and 1490 Twitter users. The 15-35 age group is the most present on Facebook, and the number of male users is higher than female users.

In this new digital era, information and communication technologies (ICT) are more and more tied up to the daily life of an increasing number of people in Djibouti, especially young people. Digital technologies can provide – especially to young people – access to information and services, and also provide them with the possibility to participate and contribute to knowledge economics, and to prepare them to future digital jobs remotely or make it possible for them to become digital nomads and entrepreneurs.

These technologies offer the possibility to accelerate the creation of communities where learning becomes a dynamic and collaborative process. Hence, these new tools are slowly becoming indispensable means that Djiboutian youth use to communication, socialize and mobilize. By giving them a safe space to innovate while present online, youth have the possibility to develop skills that last for a lifetime and to get a sense of social entrepreneurship, the vector that is starting to shape tomorrow’s market place.

Under the supervision of the Representative and in close coordination with the Communication Specialist and the Communication for Development Specialist, the consultant will support UNICEF Djibouti’s effort in strategically showcasing the organization’s work around youth digital engagement using digital platforms, initiatives and social media as well as expanding its outreach to global audience and communities.

1. **Scope of work**

The Consultant will specifically focus on working with programmes and implementing partners to increase the number of adolescents who participate in or lead civic engagement initiatives using digital platforms through UNICEF-supported programmes. The core of the mission will be to engage and empower young people to take action, elevate young people’s voices on key issues, build capacity and skills among young people and increase their knowledge on key issues. The consultant will also run social media global and national campaigns and activate them at the level of UNICEF Djibouti CO, in addition to building effective digital communication strategies around youth engagement. Finally, the consultant will help strengthening media production designed for digital channels and partnerships with key local and global digital and social media influencers, networks and individuals, and provide regular guidance to UNICEF Djibouti team regarding current and future social media platforms and innovation in technologies to increase UNICEF’s outreach in Djibouti.

1. **Activities and Methodology:**

**Youth engagement:**

* Contribute to the strategic development of digital youth engagement through:

1. The blogging internship

* Implement a 2-3 month blogging internship in close coordination with a local partner (CTID, e.g. les femmes bloggueuses) following Headquarters’ guidelines(HQ) for at least 5 young people per internship.
* Share and adapt capacity building blogging material with participants and ensure that bi-weekly stories around UNICEF’s relevant work is developed and shared on Medium and social media.
* Collect youth stories and narratives to share with Regional Office on Voices of Youth, UNICEF Connect and/or UNICEF Stories.
* Community manage a Facebook group around the blogging internship and share tips about storytelling while actively engaging with interns.
* Report on and evaluate the blogging internship project after implementation.

1. Social entrepreneurship using new technologies

* Identify opportunities and support implementing partners in promoting safe and beneficial use of innovative digital technologies for youth engagement and empowerment.
* Work with local partners, ministerial departments and the private sector to identify key topics to which youth want to bring solutions.

1. World Children Day’s #GoBlue and social media takeovers

* Identify and select children, adolescents and youth influencers who have a powerful narrative or strong digital presence in the country.
* Locally activate World Children’s Day campaign for 2018 following HQ guidelines in close cooperation with the communication specialist and programmes.
* Host live broadcasts with inspiring young people on Facebook Live, Instagram Live or Periscope for Twitter.
* Hand over social media platforms to selected youth for the duration of activation #GoBlue

1. Activate talks: #TheFutureWeWant

* Identify 4-6 national or international young people, innovators, experts and thought-leaders to showcase the latest solutions on the major issues confronting marginalized children and young people (e.g. [AIESEC](https://aiesec.org/), [4Ocean](https://4ocean.com/), [Womenpreneur Initiative](https://womenpreneur-initiative.com/)…)
* Coordinate with an implementing partner to host the event and to communicate around its advocacy key messages.

1. Code It

* Follow up on trainings on the use of new technologies and online safety with implementing partner (CTID).
* Ensure adequate training materials are developed, adapted and shared with other partners.

**Media production:**

* Craft of human interest stories related to youth digital engagement in coordination with UNICEF’s programmes.
* Plan and execute the production of videos around youth engagement and digital and social entrepreneurship in Djibouti with a professional photographer/videographer.

**Social media:**

* Plan and coordinate social media campaigns across several platforms including Facebook, Twitter, Medium, Instagram.
* Activate UNICEF’s digital advocacy campaigns (#EarlyMomentsMatter, #ForEveryChild, #GoBlue, #ChildrenUprooted…)
* Contribute to the strategic development of digital initiatives in the country and provide ideas to increase digital engagement.
* Support and supervise social media takeovers by young people.

**Digital and social media relations:**

* Assist in developing and maintaining close collaboration with digital influencers and potential celebrities in the country
* Support in identifying and recruiting influencers and create conversations around issues related to UNICEF Djibouti mandate, keeping its digital community engaged in dynamic, interactive and meaningful ways.

**Monitoring and evaluation:**

* Undertake regular monitoring and evaluation of activities on social media using HootSuite.
* Results and reports are prepared and shared on a timely basis.
* Keep track of efforts and activities from other UN agencies, non-profits and competitors.
* Track and report on all digital metrics, including new ones, such as rate of engagement, reach and interaction.

**Innovation, capacity development and knowledge management:**

* Be an active participant of Digital Labs, UNICEF’s Community of Practice for Digital Communications.
* Identify new opportunities and innovative approaches to continually improve our presence across digital platforms to deepen engagement with supporters.

1. **Deliverables**

* An active Facebook, Twitter, Instagram and Medium accounts maintained with latest up to date content;
* At least (5) social media takeovers around key events (e.g. World Children’s Day, La Journee Nationale de l’Enfant Djiboutien, The Day of the Girl…) are organized;
* At least (1) Activate Talk is organized and mediatized with Facebook Live;
* At least (10) inspiring bloggers are trained in coordination with partners;
* At least (1) blog-post developed by young blogging interns are quality controlled and shared on Medium and with Regional Office on a weekly basis;
* At least (5) human interest stories related to youth digital engagement are produced and widely disseminated among the target audience;
* At least (10) videos portraying digital champions and young social entrepreneurs who use new technologies to advance children’s rights planned and developed;
* Social media monitoring report with key recommendations produced and shared with the group members on a monthly basis;

1. **Timeline**

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| **Under the general supervision of the Representative, and in close coordination with the Communication Specialist, the incumbent will work according to the following timeline:** | | |
| *Activity* | *Deliverable* | *Deadline* |
| Manage the UNICEF social media accounts, including Facebook, Instagram Medium and Twitter accounts for the country office. Ensure all channels are up to date with latest content, adapted to make best use of each digital channel | An active Facebook, Twitter, Instagram and medium accounts maintained with latest up to date content | October 2018 – March 2019 |
| Provide the social media monitoring tools to evaluate the impact of UNICEF interventions on social media (reach and engagement) | Social media monitoring report with key recommendations produced and shared with the group members on a monthly basis | October 2018 – March 2019 |
| Professionally organize social media takeovers around key events (e.g. World Children’s Day…) | At least (5) social media takeovers around key events (e.g. World Children’s Day, La Journee Nationale de l’Enfant Djiboutien, The Day of the Girl…) are organized | October 2018 – November 2018 |
| Organize and coordinate Activate Talks about key issues and solutions by inspiring young innovators | At least (1) Activate Talk is organized and mediatized with Facebook Live | October 2018 – December 2018 |
| Lead and supervise the training of young people on blogging and storytelling about UNICEF’s key topics | At least (2) blogging internships are organized  At least (10) inspiring bloggers trained and supervised; | October 2018 – March 2019 |
| Ensure quality control and dissemination over produced blog posts by interns on national and global online platforms | At least (1) blog-post developed by the 10 young blogging interns are quality controlled and shared on Medium and with Regional Office on a weekly basis; | October 2018 – March 2019 |
| Produce a series of human interest stories related to adolescents and youth digital engagement | At least ten (5) human interest stories on UNICEF’s work with youth are produced and widely disseminated among the target audience | November 2018 – March 2019 |
| Plan and execute the production of videos around youth engagement and digital and social entrepreneurship in Djibouti with a professional photographer/videographer | At least (10) videos portraying local influencer digital champions and young social entrepreneurs who use new technologies to advance children’s rights developed; | January 2018 – March 2019 |

1. **Duty station**

The incumbent will be based in Djibouti. The assignment will also require periodic travel to support partnership initiatives, field missions and facilitate media content creation.

1. **Travel and miscellaneous costs**

The consultant will include in his proposal travel costs to Djibouti at the lowest airfare. UNICEF will pay to the Consultant a monthly lump sum which will cover the consultant’s daily subsistence allowance and fees. The lump sum will thus cover meals, accommodations, communications fees and transportation within Djibouti City.

NB: UNICEF will not reimburse expenses related to visa and vaccination required by the Consultant to complete his assignment.

1. **Payment terms**

The consultant will be paid through a monthly lump sum upon submission of invoices, certification of the deliverables and satisfactory completion of the assignment.

1. **Administrative formalities**

The consultant will provide a duly completed Health Statement and a Certificate of Good Health Condition. The consultant is also responsible to provide a proof of medical insurance coverage for the duration of the contract and will complete the Designation of Beneficiary form for MAIP, a vendor form, and provide his bank details.

*UNICEF recourse in case of unsatisfactory performance: Payment will only be made for work satisfactorily completed and accepted by UNICEF.*

1. **Supervision and Reporting**

The consultant will be based in the UNICEF Office. He/she will work in close cooperation with the Representative, UNICEF programmes and UN communication section. The incumbent will systematically report to the Representative, in close coordination with the Communication Specialist and the Communication for Development Specialist.

1. **Qualifications required**
2. **Education and skills**

* Advanced Degree in Communications, Marketing, Public Relations, Social/Human Sciences or other related field.
* At least 5 years of relevant work experience with youth. Relevant UN or NGO experience is an asset.
* Previous experience in social media management using HootSuite or Buffer is mandatory. Skills in digital marketing and targeting (organic vs. paid reach) is an asset.
* Previous experience in blogging, storytelling and creative writing is required
* Ability to work in a team.
* Ability to cope with stressful and difficult conditions and political/cultural sensitivity and ability to work in international and multicultural environment.
* Proven experience in implementing time sensitive projects.
* Ability to express clearly and concisely ideas and concepts in written and oral form and to produce reports in a timely manner;
* Ability to work independently as well as with a team in an international, multicultural and interdisciplinary environment and establish harmonious and effective working relationships both within and outside the organization;
* Knowledge and skills in Adobe Photoshop and InDesign are an asset.
* Excellent writing, research and analysis skills.

1. **Languages**

* Fluency in French and English is required, both writing and speaking; excellent drafting skills as well as oral presentation skills.

1. **Other Competencies required**

* Ability to communicate effectively to varied audiences, including during formal public speaking.
* Ability to set high standards for quality of work and consistently achievement of project goals.
* Demonstrates an awareness of changes in organizational strategy that impact on own work area.
* Demonstrates good skills and relevant knowledge in own area.
* Seeks and quickly absorbs new information and technique

1. **Application process**

Interested Candidates should send the following documents to the addresses below mentioned:

1. An Updated Curriculum Vitae and P.11 form
2. A portfolio with some examples of previous work
3. A cover letter describing how you meet the requirements listed above
4. An indication of your availability to undertake the terms of reference above
5. Financial proposal for a monthly lump sum.

1. <http://www.internetworldstats.com/africa.htm> (last consultation December 2017) [↑](#footnote-ref-1)
2. <https://data.un.org/CountryProfile.aspx?crName=DJIBOUTI> (last consultation December 2017) [↑](#footnote-ref-2)
3. http://www.arabsocialmediareport.com [↑](#footnote-ref-3)