**TERMS OF REFERENCE**

**Purpose of the Assignment:** Provide Consultancy services in the Communication to SPEAR, UNICEF Mozambique

**Section Submitting:** Social Policy Evaluation and Research - SPEAR

**PURPOSE AND OBJECTIVE.**

The purpose of this consultancy is to support the SPEAR section in Communication materials to social policy and research on children rights issues. The objective is to ensure that there is a proper documentation, packaging and dissemination of key products produced by the SPEAR section.

**METHODOLOGY AND TECHNICAL APPROACH.**

The Consultant must be based in Maputo, working in a daily basis with the Social Policy Evaluation and Research (SPEAR) section and with a collaboration with Communication team. The methodology and approach includes providing comments and inputs to specific products, provide advice for packaging and dissemination strategies. The products will include themes related to social policy – public finance management and other areas. The different products will be presented in formats that includes working papers (PDF documents); policy briefs (designed versions); reports (word documents); leaflets and pamphlets; and content to be disseminated through online platforms, including social media (ex.: websites, Facebook, twitter), and assistance in the finalization of diverse products (ex.: production and editing of content), and coordination of events.

**ACTIVITIES AND TASKS.**

The consultant will support the SPEAR section in the production and dissemination of knowledge generated that will include budget analysis, open budget and budget transparency events, budget literacy, etc. The tasks will include:

* Development of key advocacy tools in friendly presentation and visualization, which includes one pagers; two pagers; and other brochures;
* Development of content (key advocacy messages) to be disseminated through on-line platforms which includes (website, social media and blog) for dissemination of documents related to political economy, fiscal space, budget transparency, budget scrutiny and public participation in the planning and budgeting process;
* Development of content to update SPEAR website in the field of social policy and research – report, analysis, evaluations – in different formats which includes working papers brochures, leaflets, etc.;
* Support in the production of communication materials including development of terms of reference, designed versions of reports and brochures, etc.);
* Support in the finalization (content, layout and design) of the Citizen’s Budget “Orçamento Cidadão” 2019 and Budget Report “Conta Cidadão 2017” (simplification of the language and improve data visualization);
* Support in the organization of the Public Finance Management event – which includes Open Budget Events.

**DELIVERABLES AND PAYMENTS.**

Payments will be processed upon acceptance of the corresponding deliverable and against an invoice that will reference the contract and deliverable numbers. Payments will be approved by the respective section chief.

*Deliverable 1:*

Delivery timeframe: End of October 2018

Deliverable/product(s): Two Pager of the Budget Briefs of Education, Health and WASH; Development and Layout of the “Conta Cidadão” 2019

*Deliverable 2:*

Delivery timeframe: End of November 2018

Deliverable/product(s): Preparation and documentation of key events, including Open Budget Events (Parliament, CSOs and Government); Launch of the Budget Briefs and 10th Anniversary Report;

*Deliverable 3:*

Delivery timeframe: End of December 2018

Deliverable/product(s): Two Pager of the Social Action Budget Brief and Sanitation Policy Brief; Organization and documentation of the event for the presentation of the 2019 State Budget proposal; Organization of the Social Protection week event; Reports of the Open Budget Events

*Deliverable 4:*

Delivery timeframe: End of January 2019

Deliverable/product(s): Layout and design of the Budget Memo 2019 – working paper; Development and Layout of the Citizens Budget 2019 – based on the budget proposal; Development and Layout of the Citizens Budget 2019 – based on the Enacted budget; Final report of the consultancy.

**MANAGEMENT AND SUPERVISION.**

Orientation and supervision will under the Social Policy Specialist, with a close collaboration with the Social Policy Officer and other members of the team. The consultancy will commence in the beginning of October 2018 and terminate in the end of January 2020.

**QUALIFICATIONS AND SPECIALIZED KNOWLEDGE.**

**Academic qualifications.** University Degree in Communication, Journalism, Information Management, Marketing, and other related areas.

**Work experience.** At least 3 years of professional experience in social communication, journalism, marketing, public relations or other related areas.

**Specific knowledge, competencies, and skills required.**

       Excellent abilities in presenting written information in simple language but powerful;

        Strong abilities to organize events, proactive and with interpersonal relations abilities;

        Strong motivation, passion and dynamism to work in tight deadlines;

        Proficiency in working with Microsoft Office Suite and other text processing and presentation programs;

* Knowledge and experience of design programs (Adobe Illustrator, Corel Draw, Photoshop, etc.)

        Experience in design and development of communication strategy for social media;

**Language skills.** Fluency in Portuguese and English.

**CONDITIONS OF WORK.**

|  |  |  |
| --- | --- | --- |
| **Items** | **Provided by UNICEF** | **Remarks** |
| **Yes** | **No** |
| Service incurred death, injury or illness | X |  | Per the provisions of CF/IC/2013-001 on insurance coverage “in cases of service-incurred injury, illness or death under a third-party provider”. |
| Health Insurance |  | X | Consultants are to provide their own health insurance when the assignment requires traveling beyond commuting distance. |
| Office Space |  | X |  |
| Computer in office premises |  | X |  |
| Access to printer in the office premises |  | X |  |
| Airtime |  | X | Data up to: [Insert as applicable]Voice up to: [Insert as applicable] |

**IN-COUNTRY TRAVEL.**

Approved travel within Mozambique will be covered/reimbursed by UNICEF as follows:

**Option a.** Air tickets to be purchased by the consultant from approved airlines and reimbursed by UNICEF; per diem at 75% of the applicable UN Mozambique DSA rate (for the whole night spent outside the place of assignment), on a reimbursable basis; taxi/transport costs to and from the airport, on a reimbursable basis supported by the submission of original invoice/bill/receipt. All reimbursables to be included in their respective invoices.

**Option b.** Travel organised by UNICEF through a Travel Authorisation per the applicable policy, with standard terminal expenses, and per diem at 75% of the applicable UN Mozambique DSA rate.

**EVALUATION CRITERIA.**

The selection of the consultant will be based on a “best value for money” principle. Interested candidates should, in addition to submitting their CV and cover letter, indicate their all-inclusive fees (including travel, subsistence costs, etc.) for the services to be provided. The office shall select the individual who quoted the lowest fee from the list of individuals who are deemed technically suitable for achieving all tasks in time. The technical evaluation criteria are stipulated below.

|  |  |  |
| --- | --- | --- |
| **Item** | **Technical Criteria/Qualifications**  | **Max. Points** |
| **1** | **Education**  | **25** |
| **1.1** | University Degree in Communication, Journalism, Information Management, Marketing, and other related areas | 25 |
| **2** | **Work Experience**  | **30** |
| **2.1** | At least 3 years of professional experience in social communication, journalism, marketing, public relations or other related areas | 30 |
| **3** | **Technical Skills and Knowledge**  | **45** |
| **3.1** | Excellent abilities in presenting written information in simple language but powerful | 10 |
| **3.2** | Strong abilities to organize events, proactive and with interpersonal relations abilities | 10 |
| **3.3** | Proficiency in working with Microsoft Office Suite and other text processing and presentation programs | 10 |
| **3.4** | Experience in design and development of communication strategy for social media | 10 |
| **3.5** | Language skills: proficiency in Portuguese and English  | 5 |
|  | ecblank**Total Technical Score** | **100** |
|  | **Minimum Technical for pass to financial assessment** | **70** |
|  | *Only those candidates meeting the minimum technical score will be eligible for further review.* |

**REMARKS.**

Provide any other comments as necessary.