**TERMS OF REFERENCE**

**Subject:** *Brand Strategist*

**Type of contract**: *Consultant*

**Expected start date**: *26 June 2019*

**Duration:** *11.5 months*

**1. Background**

*The communication section in UNICEF China is responsible for shaping UNICEF’s external image among stakeholders in China and beyond. It plays a key role in communicating UNICEF’s brand and stance on policy issues, in developing advocacy, brand and communication strategies, as well as normative communication guidance. The communication team is seeking additional support to meet the increasing demands of the organization on the UNICEF China office to position China as a Global Champion for Children, with UNICEF as a key partner. UNICEF’s brand recognition in China is at 65%, and a brand strategist is being sought to move it to 75% by 2020. A brand strategy has been developed early in the year, and a brand specialist is need to roll out and supplement the brand building efforts of the UNICEF China communications team.*

**2. Objective (s)**

*Working under the direct supervision of the Chief of Communication and Advocacy and in close collaboration with other sections, to develop and roll out a Brand Strategy for UNICEF in China. These will include leading or advising on key brand building events and campaigns, as well as development and roll out of audience research for brand building.*

3. Major Tasks, Deliverables & Timeframe

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Task | Deliverable | Duration (man-days) | Payment (% of fee) |
| 1. | Roll out key brand-building events and campaigns: Early Moments Matter, Online Protection and Toilet Revolution | * Strategies for 2 priority campaigns developed and rolled out
 | 120 days | Monthly invoicing  |
| 2.  | Lead the development of flagship brand building event: CRC@30 and World Children’s Day | * Strategy for 20 November developed and implemented
 | 60 days |  |
| 3. | Lead the roll out of audience research in collaboration with PSFR and PFP | Audience research conducted | 30 days | Monthly invoicing |
| 4. | Identify and reach out to key influencers in China | 20 key influencers identified and reached out to | 20 days | Monthly invoicing |

Complete submission of deliverables as per expected standard and quality as assessed by the supervisor is a prerequisite for payment of fee. UNICEF reserves the right to adjust or withhold payments for late deliverables or for deliverables not meeting expected quality.

**4. Methodology**

*The work is to be carried out in the UNICEF China office.*

**5. Timeframe**

The consultancy will begin …26 June 2019……. and end on …11 June 2020…….

**6. Supervision**

*The assignment will be overseen by the Chief of Communication and Advocacy, and work in close cooperation with other relevant sections of UNICEF China.*

**7. Consultancy Requirements**

Qualifications:

* *At least 10 years of relevant prior work experience in communications, branding, marketing, public relations, or other relevant fields*
* *Fluency in English a must, in Chinese a plus.*
* *Demonstrated experience in brand building in China.*
* *Well organized and structured*
* *Strong drive for results, taking pride in delivering as per expectation in terms of quality and timeliness*
* *Initiative, passion and commitment to UNICEF's mission and professional values*