

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title Communications Consultant	Funding Code (WBS and Grant/Fund ID)	Type of engagement <input checked="" type="checkbox"/> Consultant (ZCON) <input type="checkbox"/> Individual Contractor Part-Time <input type="checkbox"/> Individual Contractor Full-Time	Duty Station: Jakarta
Purpose of Activity/Assignment: UNICEF in Indonesia seeks the services of a Communication Consultant to manage the production and dissemination of multimedia content in support of the COVID-19 response, including donor visibility requirements.			
Scope of Work: UNICEF in Indonesia support national efforts to address the immediate and longer-term effects of COVID-19 on children and their families through its main office in Jakarta alongside seven regional and sub-regional field locations. Key areas of support include: rollout of the COVID-19 vaccines and maintenance of essential health and nutrition services; working with communities in addressing misinformation and increasing acceptance of safe vaccines; providing critical supplies and community outreach in support of handwashing with soap as well as infection prevention and control; facilitating remote learning for children and the safe return to classrooms; ensuring the needs of vulnerable children are met; and facilitating cash assistance programs to address wider social and economic effects. UNICEF's Risk Communication and Community Engagement Strategy (RCCE) supports all of these interventions. Through our risk communication and community engagement work, we promote trust in public health efforts related to COVID-19 and support national authorities in rolling out authoritative public information campaigns on all aspects of the COVID-19 response, most specifically the rollout of COVID-19 vaccination to elderly and children. In 2022, the RCCE strategy focuses on: 1. normalization of preventive behaviours among the public 2. countering misinformation regarding COVID-19 and the safety and effectiveness of vaccination, including through digital literacy; 3. safe reopening of schools by ensuring that school management, parents and children are aware of safety measures and protocols; 4. building resilience of children and young people to mitigate the secondary impact of COVID-19 on children. In 2021, UNICEF Indonesia has raised over 41m USD for the COVID-19 response and currently has 28 active COVID-19 grants that all come with visibility requirements. The role of the Communication Consultant will be crucial to ensure donor requirements related to social media posts, human interest stories, press releases, photos, etc. are met. Purpose This consultancy aims to support various aspects of the RCCE strategy, most particularly the development of content and stories on the COVID-19 response, donor visibility requirements as well as support for advocacy through media engagement. <ul style="list-style-type: none"> Producing and overseeing the production of a wide range of content and multimedia assets for the COVID-19 response. Producing and overseeing the production of a wide range of content and multimedia assets for donor visibility. Collaborating with donor relations and programme specialists to ensure visibility requirements are met, including participation in relevant donor meetings and events. Preparing press releases, key messages, fact sheets and related documents through media outreach and other channels. The Communication Consultant will work in the Communication Team, under the guidance of the Communication Manager and in very close collaboration with the Donor Relations Specialist. There will be frequent contact with Programme sections and Field Offices.			

*) Ref CF.AI.2013-001 Amend 2, work assignment should be: specific, measurable, attainable, results-based and time-bound ("SMART") and include:

(a) tangible and measurable outputs, objectives and targets of the work assignment, as well as specific activities to achieve these;

(b) specific delivery dates and details as to how the work must be delivered (e.g. electronic submission, hard copy), subdivided into “milestones” where appropriate;

(c) indicators for evaluation of outputs (including timeliness, achievement of goals, and quality of work)

Supervisor:	Start Date:	End Date:	Number of Days (working)
Communications Manager	December 2021/ January 2022	October 2022	200-210

Work Assignment Overview (SMART)			
Tasks/Milestone:	Deliverables/Outputs:	Timeline	Estimate Budget
Workplan including planned number and type of assets to be developed, taking into consideration the conditions and commitments under various COVID-19 grants.	Initial work and production plan agreed with Communications Manager, to be revisited monthly.	2 weeks after starting contract	Daily rate paid monthly based on monthly activity report and satisfactory completion of tasks
Submission of assets as agreed in the production plan (which will be reviewed and agreed monthly). Advance approval of storylines Development and submission of approved assets. Management, oversight and editorial support for production materials as required.	Monthly report of work carried out, including that agreed within the workplan, as well as additional deliverables to be determined as needed, likely to include: videos, human interest stories, reports writing, documentation, media work, social media planning and website content development.	Monthly, ongoing.	Daily rate paid monthly based on monthly activity report and satisfactory completion of tasks
Oversight on and monitoring of donor communications and visibility commitments.	Regular liaison with donor relations specialist, programme colleagues and field office staff.	Monthly, ongoing.	Daily rate paid monthly based on monthly activity report and satisfactory completion of tasks

<p>Minimum Qualifications required:</p> <p><input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <p>Enter Disciplines</p> <p>University degree in communication, journalism or related areas such as content production or corporate communications.</p>	<p>Knowledge/Expertise/Skills required:</p> <ul style="list-style-type: none"> • 5-8 years of progressively responsible experience in managing the development of communication products. • 5-8 years of work experience in developing a range of high-quality communications assets for TV, radio, and digital/social media. • Professional experience producing video footage and photography, including editing. • UNICEF-specific experience would be an asset. • Excellent organizational skills and experience documenting SOPs, best practices, and other similar products. • Dynamic skills in communicating with various types of people – i.e. journalist, government officials, civil society members, etc. • Experience of working in a multicultural environment, collecting material in an unknown language. • Knowledge of cultural norms among diverse groups and across different areas of the country. • Ability to work independently with minimal supervision • Fluency in English, with Bahasa Indonesia skills an asset.
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