**EXPRESSION OF INTEREST**

National consultant for Green Skills Social Media Management

*Consultant Summary Profile:* ***Please attach complete Curriculum Vitae***

|  |  |
| --- | --- |
| Name |  |
| Date of Birth |  |
| Email address |  |
| Languages |  |
| Degrees/Qualifications |  |
| Experience in carrying out similar (no. of years and key clients, including UN) |  |
| Attach one sample of similar work done or refer to a site that can be accessed. |  |
| List names and emails of three referees (Must be direct supervisors or reporting lines from previous employment. Academic supervisors or peers not accepted as referees) |  |

Q1: UNICEF is a leader amongst nonprofits and humanitarian organizations when it comes to social media. UNICEF uses its social media channels and digital innovative platforms to advocate on important issues about children’s rights, adolescents and young people issue around the world and to engage young people in programme priorities, emergency response and advocacy actions.

Which type of content for which social media channels do you recommend engaging young people in Myanmar to raise awareness about key information and knowledge on green skills and climate change action; and why?

Q2: What online communities have you managed in the past?

Q3: For effective communication with the audience, how often should the community management be done and how many frequency of publishing content do you recommend?

Q4: What type of content should be created to raise awareness on green skills, climate change and environmental pollution; in Myanmar?

Q5: How do you check and stay on top of the latest updates, innovations, and new platforms in social media?

Q7: Given the duration of the assignment and deliverables please indicate your **all-inclusive** offer. The all-inclusive proposed fees should include all costs deemed necessary to undertake the assignment. Please link your fees directly to the specified deliverables.

**For any in country travel be scheduled, consultant will be reimbursed based on actual approved and authorized travel. This amount does not have to be included in the proposal. All other costs should be included as part of your lump sum fees.**

**Remark: Selected consultants must provide proof of medical insurance coverage valid for the period of the contract including coverage for medical evacuation.**

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| **Deliverables** | **All-inclusive Fee per Deliverable (In US$)** |
| * Facebook page set up and workflow for developing the page developed
* Launching plan developed
* Creative assets for the page launch produced
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| * Social Media strategy developed in consultation with Green Youth Task Force
* Creative assets and guidelines for graphics and media developed
* Major campaign plans produced
* Media buying and post-scheduling plan proposed
* Campaign performance reports are produced at the end of every campaign
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| * Content forward plans on El Nino and key issues of climate change (as agreed by Health Specialist) developed
* Content creation by Green Skills Youth Task Force supported
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| • Community management guidelines produced• Custom-made responses prepared • Managed comments and feedback from audiences |  |
| * Social media engagement insight report
* Community monitoring insights provided
* Report on effectiveness of approaches produced
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| **Total (100%)** |  |

Q6. The assignment is scheduled to begin in December 2023 for a total of 12 months (Home-based). Please indicate your earliest availability and ability to work continuously.

Q7. If not successful in participating in this round of consultancy, would you be interested to be considered for possible future similar consultancy?