

## TERMS OF REFERENCE

**Subject:** *Advocacy Campaigns Project Manager*

**Type of contract:** *Consultant*

**National / International:** *Either*

**Expected start date:** *15 April 2019*

**Duration:** *11.5 months*

### 1. Background

*With the aim of building partnership with China to improve the health and well-being of children in the country, while strengthening UNICEF's partnership with China in support of children around the world, the Every Child Alive and Early Moments Matter campaigns provide an opportunity to connect our work with China under one umbrella. The campaigns present an opportunity to bring together advocacy, fundraising and public engagement within China and provides a platform for engaging China and bringing profile to its work on the global stage. In addition, UNICEF will be working with the Chinese government in the development and roll out of the Toilet Revolution campaign.*

*An advocacy and communications strategy has been or will be developed for each of the campaigns that outlines key objectives and activities through 2019/2020. Several rounds of consultations were and will be held with government partners, as well as technical colleagues within UNICEF to support the implementation.*

### 2. Objective (s)

*Working under the supervision of the Chief of Communication and Advocacy and in close collaboration with the Chief of Health, Nutrition and WASH, the consultant will coordinate and oversee the implementation of the 3 campaigns, ensuring that there is adequate planning, cohesion across UNICEF China country office, and on time implementation of tasks that are outlined in the advocacy strategies.*

### 3. Major Tasks, Deliverables & Timeframe

	Task	Deliverable	Duration (man-days)	Payment (% of fee)
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1.	Coordinate and support the planning, execution, monitoring and evaluation of the Every Child Alive, Early Moments Matter and Toilet Revolution campaigns in China.	Work plans for 3 campaigns developed and implemented	40%	Monthly invoicing
2.	Provide logistical support for planning, preparation and execution of physical events, both in China and at global level (including New York, Geneva), including coordination with HQ, PFP local offices, liaison with relevant contractors, and in-person support and coordination on-site, as required.	2-3 major events planned and executed	30%	Monthly invoicing
3.	Build on current partnerships and establish new ones to expand the reach and visibility of the campaign activities.	Partnerships established and maintained	10%	Monthly invoicing
4.	Produce regular (quarterly) reports of campaign progress, identifying achievements, obstacles, and changes to plans.	Quarterly reports	5%	Monthly invoicing
5.	Other tasks as identified.		15%	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 UNICEF's office in Beijing, working closely with the Communications team and Health, Nutrition and WASH sections.*

#### 5. Timeframe

The consultancy will begin ...April 2019..... and end on ...March 2020.....

#### 6. Supervision

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

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## 7. Consultancy Requirements

### Qualifications:

- *Master's degree in communications, project management, international development, or other relevant field.*
- *Proven experience in providing project management and logistical support for a major advocacy initiative, campaign or event.*
- *Demonstrated strong writing and interpersonal communication skills. Experience of working effectively with diverse groups of stakeholders.*
- *Experience of working with UNICEF or another United Nations agency or international non-governmental organization.*
- *Willingness to travel internationally as required by the exigencies of the position.*
- *Written and spoken fluency in English and Chinese.*
- *Demonstrated understanding of maternal, newborn and child health and development issues, both in the Chinese and global contexts, an asset.*