**UNICEF China**

**Terms of Reference**

**For Consultant Recruitment**

**Job Title of Consultancy:** *Digital Marketing Strategist*

**Requesting Section:** *Communication & Advocacy*

**Name of Supervisor and Job Title:** *Lely Djuhari, Chief of Communication & Advocacy*

**Background of Consultancy Request:**

*UNICEF China creates and delivers compelling content to audiences of UNICEF supporters in China and beyond. The organization aims to build engaged communities in Chinese across multiple social media and web platforms, shifting narratives, driving positive social behaviour change and supportive policies for children. Digital marketing is an essential and rapidly growing part of this work to strengthen public support, among targeted groups in society, for UNICEF’s mission, programmes and advocacy in China and achieve lasting change for children.*

**Purpose of Activity/Assignment:**

*The Communication and Advocacy Section is seeking a Digital Strategist to join the team at a critical moment to support cutting-edge digital communication efforts across UNICEF’s advocacy priority work in line with the principles of the Convention on the Rights of the Child in a way that emphasizes interaction and dialogue.*

*Under the guidance of the Communication and Advocacy Chief, the Digital Strategist will help to develop a digital marketing strategy. This role will contribute to overall digital strategy development, encompassing 2023 campaigns and voice leadership. It will also contribute to the implementation, and evaluation of innovative digital campaigns, elevating the Social Media Team’s work with creative ambition and technical expertise. It’s a unique opportunity to work closely with editorial and advocacy colleagues who are highly skilled, passionate about their work and determined to get results.*

**Major Tasks, Deliverables & Timeframe:**

Deliverables:

1. *By Q2: work plan outlining planning and implementation of paid marketing campaigns to reach segmented audiences such as parents, caregivers, and teachers/school leaders as well children and young leaders within agreed timelines.*
2. *By Q2: A strategy/deck to articulate digital voice leadership of senior management to drive agreed advocacy priorities, aligned with the overall 2023 digital strategy*
3. *Develop and or contribute to the development of pitch deck, campaign project documentation, and campaign reports:*
4. *Q2: Early Childhood Development activation*
5. *Q3: Positive Parenting and Disciplining campaign*
6. *Q4: World Children’s Day*
7. *Regular delivery of guidance, including prompt responses to strategic and technical enquiries relevant to the latest development social media industry in China.*

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| Deliverables | Duration (Estimated # of Days) | Deadlines |
| 1.Workplan for duration of assignment (First draft by end of 2 weeks, revised work plan at the end of every month) | **5%** | Within 2 weeks of contract |
| 2.Proposal deck for senior management voice leadership  | 20% | By end of 1 month |
| 3.Digital Marketing Strategies developed for: - Positive parenting and disciplining- Early Childhood Development Activation- World Children’s Day  | 50% | * 1. Q2
	2. Q3
	3. Q4
 |
| 4. Final report with analysis and advice on content plan development and production of evergreen content and voice leadership for senior management tailored to specific digital platform and strategic and technical support to Communication and Advocacy on latest social media industry development | 20% | By 14 January |
|  | 5% | By 14 January |
| total | 8 months |  |

**Methodology & Expected Output:**

* *Support the strategic planning of UNICEF’s paid marketing on digital channels, under the direction of the Communication and Advocacy Chief and in close coordination with campaign teams across advocacy, brand, web and multimedia.*
* *Contribute to content production for paid marketing for campaigns, as well as evergreen content*

*This including reviewing copy and scripts for short videos, curating photography and providing feedback on creative assets.*

* *Provide rigorous and thoughtful reports on marketing results, advising project leads on the implications for their work and leveraging analysis to continually hone marketing strategies.*
* *Follow the latest developments in digital marketing, keeping the social media team informed of contacts within the industry, changes to digital platforms, emerging opportunities, and best practice.*
* *Support UNICEF China with strategic and technical advice on paid marketing, including guidance documents, webinars and expert responses to staff enquiries.*
* *Contribute to planning and coordination with UNICEF’s social media channel partners, maximizing opportunities to support marketing.*

**Start Date:** *15 May 2023*

**End Date:** *14 January 2024*

**Total Working Days:** *Estimated 8 months*

**Consultancy Requirements:**

*Qualifications:*

*Individuals undertaking the assignment must meet following requirements:*

* **Minimum Academic Qualifications required and disciplines:**

*A Bachelor’s degree or higher qualification in marketing, communications, or a related field.*

* **Knowledge/Experience/Expertise/Skills required:**
* *At least four years of experience planning and implementing paid advertising campaigns on social media.*
* *Ability to write and speak English and Chinese fluently.*
* *Strong technical knowledge of advertising platforms.*
* *Proven success managing social ads to achieve advocacy, brand and fundraising goals.*
* *Clear analytical thinking and strategic vision.*
* *Strong creative drive to create new ideas, find opportunities and solve big challenges.*
* *Ability to write sharp, engaging, and persuasive ad copy.*
* *Experience managing a diverse range of relationships across a large organization.*
* *Methodical approach to project management.*
* *Deep technical knowledge of marketing and social media metrics, reporting and analysis.*
* *Strong understanding of human rights, international development, or humanitarian response.*
* *Experience working in the UN or international NGOs is highly valued but not required.*

**Financial Proposal:** We ask for the total sum for the 8 month project with recommended three payment tranche for each deliverables.

**Administrative details (for internal use only)**

**Is this consultancy included in the Section’s Annual Office Consultant & Individual Contractor Recruitment Plan?**

|  |  |
| --- | --- |
| **Yes**  | **√** |
| **No** |  |

**If no, provide indicate justification for recruitment and reasons why it cannot be done by staff:**

**Consultant sourcing:**

 [ ]  National [ ]  International [x]  Both

**Consultant selection method:**

[ ]  Competitive Selection (Roster)

[x]  Competitive Selection (Advertisement/Desk Review/Interview)

**Child Safeguarding**

Is this project/assignment considered as “[Elevated Risk Role](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Guidance%20on%20Identifying%20Elevated%20Risk%20Roles_finalversion.pdf?CT=1590792470221&OR=ItemsView)” from a child safeguarding perspective?

     [ ]    YES    [x]    NO     If YES, check all that apply:

Direct contact role            [ ]   YES     [x]   NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

|  |
| --- |
|  |

Child data role                  [ ]   YES    [x]   NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

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|  |

More information is available in the [Child Safeguarding SharePoint](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/SitePages/Amendments-to-the-Recruitment-Guidance.aspx) and [Child Safeguarding FAQs and Updates](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Child%20Safeguarding%20FAQs%20and%20Updates%20Dec%202020.pdf)

**Administrative details:**

Visa assistance required: *N.A.*

Transportation arranged by the office: *N.A.*

[x]  Home Based [ ]  Office Based:

If office based, seating arrangement identified: [ ]

IT and Communication equipment required: [ ]

Internet access required: [ ]

Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures, and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.