**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS**

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| **Title****Communications Consultant**  | **Funding Code** | **Type of engagement**[x]  Consultant [ ]  Individual Contractor Part-Time\*[ ]  Individual Contractor Full-Time \*\*maximum end date **31 June 2023** | **Duty Station:**Home-based |
| **Purpose of Activity/Assignment:** The purpose of this assignment is to support the implementation of the Global WASH cluster communications and advocacy initiatives for 2023-2024. This includes the implementation, update and review of the GWC communication and advocacy toolkits and the support to key deliverables in the GWC communication framework. This will result in the production of key deliverables such as the GWC monthly newsletter, regular coordination updates and social media campaigns. Support in the production, graphic design and dissemination of key advocacy products, support to strategies and campaigns for national coordination platforms (NCP)s. The consultant will also update, review and refine communication tools as part of the Coordination Toolkit review, drawing on lessons from 2022 and ensuring that GWC communication procedures are documented and updated. Another key aspect will be developing key advocacy messages on GWC’s position on localisation and further support to the “humanitarian and development collective outcomes” initiatives. It will be executed in close collaboration and coordination with the Cluster Advocacy and Support Team (CAST), including direct exchange with NCPs. The objective is to support the GWC in its advocacy, communication, outreach and visibility at country and global levels. It will also be a key support to position the Global WASH Cluster as a thought leader on collective outcomes and to reinforce humanitarian coordination and leadership beyond the UN Water conference 2023 and for the Water Action Decade. |
| Scope of Work:The GWC’s vision is that enhancing and strengthening effective and accountable humanitarian coordination for water, sanitation and hygiene (WASH) will result in timely, predictable and high-quality WASH outcomes that are inclusive and equitable, for the people most affected by and vulnerable to crises. The GWC is committed to (1) supporting agencies providing WASH services to those affected by emergencies, (2) ensuring the quality and coherence of the assistance, and (3) ensuring that the assistance is provided in a manner that is equitable, culturally acceptable and protects the dignity of the populations affected by crises.This requires punctual and dedicated capacity to the GWC to ensure state-of-the-art coordination and response quality through the update of the advocacy and communication tools, information management and reporting and monitoring portfolio.The Consultant will play a critical role in the roll out of the GWC communications and advocacy toolkits, as well as in regular GWC communication campaigns and strategies, specifically: *Development and implementation of Advocacy Campaigns for National Coordination Platforms** Deliverable 1: advocacy campaign #1
* Deliverable 2: advocacy campaign #2
* Deliverable 3: advocacy campaign #3
* Deliverable 4: advocacy campaign #4
* Deliverable 5: advocacy campaign #5
* Deliverable 6: advocacy campaign #6

*Development of monthly GWC newsletters* * Deliverable 7: newsletter #1
* Deliverable 8: newsletter #2
* Deliverable 9: newsletter #3
* Deliverable 10: newsletter #4
* Deliverable 11: newsletter #5
* Deliverable 12: newsletter #6
* Deliverable 13: newsletter #7
* Deliverable 14: newsletter #8
* Deliverable 15: newsletter #9
* Deliverable 16: newsletter #10
* Deliverable 17: newsletter #11
* Deliverable 18: newsletter #12

*Update icons and graphic library for the 2023 communications and advocacy toolkit** Deliverable 19: icons and graphic library update

*Develop coordination toolkit pages* * Deliverable 20: coordination toolkit page (main sections) developed #1
* Deliverable 21: coordination toolkit page (main sections) developed #2
* Deliverable 22: coordination toolkit page (main sections) developed #3
* Deliverable 23: coordination toolkit page (main sections) developed #4
* Deliverable 24: coordination toolkit page (main sections) developed #5
* Deliverable 25: coordination toolkit page (main sections) developed #6
* Deliverable 26: coordination toolkit page (main sections) developed #7
* Deliverable 27: coordination toolkit page (main sections) developed #8
* Deliverable 28: coordination toolkit page (main sections) developed #9
* Deliverable 29: coordination toolkit page (main sections) developed #10

*Develop and redesign website collaboration and resources pages* * Deliverable 30: website collaboration and resource page redesigned #1
* Deliverable 31: website collaboration and resource page redesigned #2
* Deliverable 32: website collaboration and resource page redesigned #3
* Deliverable 33: website collaboration and resource page redesigned #4
* Deliverable 34: website collaboration and resource page redesigned #5
* Deliverable 35: website collaboration and resource page redesigned #6
* Deliverable 36: website collaboration and resource page redesigned #7
* Deliverable 37: website collaboration and resource page redesigned #8
* Deliverable 38: website collaboration and resource page redesigned #9
* Deliverable 39: website collaboration and resource page redesigned #10
* Deliverable 40: website collaboration and resource page redesigned #11
* Deliverable 41: website collaboration and resource page redesigned #12

*Develop and implement GWC social media campaigns, including increasing overall followers and engagement* * Deliverable 42: GWC social media campaign developed and implemented #1
* Deliverable 43: GWC social media campaign developed and implemented #2
* Deliverable 44: GWC social media campaign developed and implemented #3
* Deliverable 45: GWC social media campaign developed and implemented #4
* Deliverable 46: GWC social media campaign developed and implemented #5

*Redesign of key GWC knowledge flagship products and case studies** Deliverable 47: GWC knowledge flagship product and case studies redesign #1
* Deliverable 48: GWC knowledge flagship product and case studies redesign #2
* Deliverable 49: GWC knowledge flagship product and case studies redesign #3
* Deliverable 50: GWC knowledge flagship product and case studies redesign #4
* Deliverable 51: GWC knowledge flagship product and case studies redesign #5

*Develop localization advocacy messages and monitoring system** Deliverable 52: localization advocacy messages and monitoring system developed

*Develop and implement event communications packages for in-person events (Aidex, NCP Workshop, Annual Meeting, Humanitarian Partnerships Week, EU Humanitarian Forum)** Deliverable 53: Develop and implement event communications package for in-person event #1
* Deliverable 54: Develop and implement event communications package for in-person event #2
* Deliverable 55: Develop and implement event communications package for in-person event #3
* Deliverable 56: Develop and implement event communications package for in-person event #4
* Deliverable 57: Develop and implement event communications package for in-person event #5

*Develop and implement event communication packages, including video editing, for online events** Deliverable 58: Develop and implement event communications package for online event #1
* Deliverable 59: Develop and implement event communications package for online event #2
* Deliverable 60: Develop and implement event communications package for online event #3
* Deliverable 61: Develop and implement event communications package for online event #4
* Deliverable 62: Develop and implement event communications package for online event #5

TravelThere are an estimated of 2 travels planned as part of this contract to Geneva, Switzerland (dates not defined at the moment). The consultant will be reimbursed based on travel invoice following each trip.  |
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| **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:

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 **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)   |

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| **Budget Year:** | **Requesting Section/Issuing Office:** | **Reasons why consultancy cannot be done by staff:** |
| *2023* | *GWC, GCCS, EMOPS Geneva* | *Requires specific advocacy and communications technical expertise not available among staff* |
| **Included in Annual/Rolling Workplan***:* [x]  Yes [ ]  No, please justify: |
| **Consultant sourcing:**[ ]  National [ ]  International [x]  Both**Competitive Selection:**[x]  Advertisement [ ]  [ ]  Roster **Single Source Selection** [ ]  (Emergency - Director’s approval) | **Request for:**[x]  New SSA – Individual Contract[ ]  Extension/ Amendment |
| **If Extension, Justification for extension:** |
| **Supervisor:** | **Start Date:** | **End Date:** |
| *Monica Ramos* | *12 June 2022* | *27 April 2023 (138 working days)* |

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| Work Assignments Overview | Deliverables/Outputs | Delivery deadline | Estimated Budget (350 estimated daily rate) |
| *Development and implementation of Advocacy Campaigns for National Coordination Platforms (24 days)* | Deliverable 1: advocacy campaign #1 (4 days) | 30 June 2023 | 1,400 USD |
| * Deliverable 2: advocacy campaign #2 (4 days)
 | 30 July 2023 | 1,400 USD |
| * Deliverable 3: advocacy campaign #3 (4 days)
 | 30 September 2023 | 1,400 USD |
| * Deliverable 4: advocacy campaign #4 (4 days)
 | 30 January 2024 | 1,400 USD |
| * Deliverable 5: advocacy campaign #5 (4 days)
 | 30 March 2024 | 1,400 USD |
| * Deliverable 6: advocacy campaign #6 (4 days)
 | 12 April 2024 | 1,400 USD |
| *Development of monthly GWC newsletters (24 days)* | Deliverable 7: newsletter #1 (2 days) | 30 June 2023 | 700 USD |
| Deliverable 8: newsletter #2 (2 days) | 30 July 2023 | 700 USD |
| Deliverable 9: newsletter #3 ( 2 days) | 30 August 2023 | 700 USD |
| Deliverable 10: newsletter #4 (2 days) | 30 September 2023 | 700 USD |
| Deliverable 11: newsletter #5 (2 days) | 30 October 2023 | 700 USD |
| Deliverable 12: newsletter #6 (2 days) | 30 November 2023 | 700 USD |
| Deliverable 13: newsletter #7 (2 days) | 30 December 2023 | 700 USD |
| Deliverable 14: newsletter #8 (2 days) | 30 January 2024 | 700 USD |
| Deliverable 15: newsletter #9 (2 days) | 28 February 2024 | 700 USD |
| Deliverable 16: newsletter #10 (2 days) | 30 March 2024 | 700 USD |
| Deliverable 17: newsletter #11 (2 days) | 1 April 2024 | 700 USD |
| Deliverable 18: newsletter #12 (2 days) | 12 April 2024 | 700 USD |
| *Update icons and graphic library for the 2023 communications and advocacy toolkit (8 days)* | Deliverable 19: icons and graphic library update (8 days) | 1 April 2024 | 2,800 USD |
| *Develop coordination toolkit pages (15 days)* | Deliverable 20: coordination toolkit page (main sections) developed #1 (1.5 days) | 30 June 2023 | 525 USD |
| Deliverable 21: coordination toolkit page (main sections) developed #2 (1.5 days) | 30 July 2023 | 525 USD |
| Deliverable 22: coordination toolkit page (main sections) developed #3 (1.5 days) | 30 August 2023 | 525 USD |
| Deliverable 23: coordination toolkit page (main sections) developed #4 (1.5 days) | 30 September 2023 | 525 USD |
| Deliverable 24: coordination toolkit page (main sections) developed #5 (1.5 days) | 30 November 2023 | 525 USD |
| Deliverable 25: coordination toolkit page (main sections) developed #6 (1.5 days) | 30 November 2023 | 525 USD |
| Deliverable 26: coordination toolkit page (main sections) developed #7 (1.5 days) | 30 January 2024 | 525 USD |
| Deliverable 27: coordination toolkit page (main sections) developed #8 (1.5 days) | 28 February 2024 | 525 USD |
| Deliverable 28: coordination toolkit page (main sections) developed #9 (1.5 days) | 30 March 2024 | 525 USD |
| Deliverable 29: coordination toolkit page (main sections) developed #10 (1.5 days) | 12 April 2024 | 525 USD |
| *Develop and redesign website collaboration and resources pages (12 days)* | Deliverable 30: website collaboration and resource page redesigned #1 (1 day) | 30 June 2023 | 350 USD |
| Deliverable 31: website collaboration and resource page redesigned #2 (1 day) | 30 June 2023 | 350 USD |
| Deliverable 32: website collaboration and resource page redesigned #3 (1 day) | 30 June 2023 | 350 USD |
| Deliverable 33: website collaboration and resource page redesigned #4 (1 day) | 30 July 2023 | 350 USD |
| Deliverable 34: website collaboration and resource page redesigned #5 (1 day) | 30 July 2023 | 350 USD |
| Deliverable 35: website collaboration and resource page redesigned #6 (1 day) | 30 August 2023 | 350 USD |
| Deliverable 36: website collaboration and resource page redesigned #7 (1 day) | 30 October 2023 | 350 USD |
| Deliverable 37: website collaboration and resource page redesigned #8 (1 day) | 30 January 2024 | 350 USD |
| Deliverable 38: website collaboration and resource page redesigned #9 (1 day) | 28 February 2024 | 350 USD |
| Deliverable 39: website collaboration and resource page redesigned #10 (1 day) | 30 March 2024 | 350 USD |
| Deliverable 40: website collaboration and resource page redesigned #11 (1 day) | 12 April 2024 | 350 USD |
| Deliverable 41: website collaboration and resource page redesigned #12 (1 day) | 12 April 2024 | 350 USD |
| *Develop and implement GWC social media campaigns, including increasing overall followers and engagement (20 days)* | Deliverable 42: GWC social media campaign developed and implemented #1 (4 days) | 30 August 2023 | 1,400 USD |
| Deliverable 43: GWC social media campaign developed and implemented #2 (4 days) | 30 September 2023 | 1,400 USD |
| Deliverable 44: GWC social media campaign developed and implemented #3 (4 days) | 30 October 2023 | 1,400 USD |
| Deliverable 45: GWC social media campaign developed and implemented #4 (4 days) | 30 November 2023 | 1,400 USD |
| Deliverable 46: GWC social media campaign developed and implemented #5 (4 days) | 30 December 2023 | 1,400 USD |
| *Support redesign of Key GWC knowledge flagship products and case studies (5 days)* | Deliverable 47: GWC knowledge flagship product and case studies redesign #1 (1 day) | 30 October 2023 | 350 USD |
| Deliverable 48: GWC knowledge flagship product and case studies redesign #2 (1 day) | 30 November 2023 | 350 USD |
| Deliverable 49: GWC knowledge flagship product and case studies redesign #3 (1 day) | 30 January 2024 | 350 USD |
| Deliverable 50: GWC knowledge flagship product and case studies redesign #4 (1 day) | 28 February 2024 | 350 USD |
| Deliverable 51: GWC knowledge flagship product and case studies redesign #5 (1 day) | 12 April 2024 | 350 USD |
| *Develop localization advocacy messages and monitoring system (10 days)* | Deliverable 52: localization advocacy messages and monitoring system developed (10 days) | 30 December 2023 | 3,500 USD |
| *Develop and implement event communications packages for in-person events (Aidex, NCP Workshop, Annual Meeting, Humanitarian Partnerships Week, EU Humanitarian Forum) (10 days)* | Deliverable 53: Develop and implement event communications package for in-person event #1 (2 days) | 30 August 2023 | 700 USD |
| Deliverable 54: Develop and implement event communications package for in-person event #2 (2 days) | 30 October 2023 | 700 USD |
| Deliverable 55: Develop and implement event communications package for in-person event #3 (2 days) | 30 January 2024 | 700 USD |
| Deliverable 56: Develop and implement event communications package for in-person event #4 (2 days) | 28 February 2024 | 700 USD |
| Deliverable 57: Develop and implement event communications package for in-person event #5 (2 days) | 12 April 2024 | 700 USD |
| *Develop and implement event communication packages, including video editing, for online events (10 days)* | Deliverable 58: Develop and implement event communications package for online event #1 (2 days) | 30 July 2023 | 700 USD |
| Deliverable 59: Develop and implement event communications package for online event #2 (2 days) | 30 January 2024 | 700 USD |
| Deliverable 60: Develop and implement event communications package for online event #3 (2 days) | 28 February 2024 | 700 USD |
| Deliverable 61: Develop and implement event communications package for online event #4 (2 days) | 28 February 2024 | 700 USD |
| Deliverable 62: Develop and implement event communications package for online event #5 (2 days) | 30 March 2024 | 700 USD |

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| **Estimated Consultancy fee** | **48,300** |  |  |
| Travel International (if applicable) | 5,000 USD (flights + DSA estimate) |  |  |
| Travel Local (please include travel plan) |  |  |  |
| DSA (if applicable) |  |  |  |
| **Total estimated consultancy costs[[1]](#endnote-2)** | 53,300 |  |  |
| **Minimum Qualifications required\*:** | **Knowledge/Expertise/Skills required \*:** |
| [ ]  Bachelors [x]  Masters [ ]  PhD [ ]  Other Enter Disciplines | * At least 2 years of progressively responsible work experience and expertise in the humanitarian sector in programme or operations management, coordination, partnerships, and monitoring. Strong operational knowledge of the Cluster system and the IASC is desirable
* Strong analytical and synthesis skills, with proven experience in data collection and compilation
* Ability to write clearly and present complex strategies into synthesized reports and findings
* Ability to manage the available time and resources and to work to tight deadlines, with minimal supervision
* Previous humanitarian WASH experience is required
* Previous experience with UN / UNICEF and knowledge of humanitarian clusters preferred
* Ability to communicate with high efficiency to diverse audiences
* Proven evidence of writing skills
* Ability to work collaboratively on research
* Excellent managerial/organisation skills and a solution-oriented attitude
* A strong sense of client orientation and a strong drive for results
* Demonstrated ability to work well both independently and within a multicultural team

Written and spoken fluency in English. Other languages, particularly French, Spanish, or Arabic, are strongly desirable.  |
| International Affairs, Humanitarian Affairs, Education, Political Science, Management or other relevant field \*Minimum requirements to consider candidates for competitive process  | \*Listed requirements will be used for technical evaluation in the competitive process |
| **Evaluation Criteria (This will be used for the** [**Selection Report**](https://unicef.sharepoint.com/%3Ax%3A/r/sites/DHR/_layouts/15/Doc.aspx?sourcedoc=%7B86E327DF-70C8-4D8F-AC97-D7616AC383E4%7D&file=Selection%20Report%20Template.xlsx&action=default&mobileredirect=true) **(for clarification see** [**Guidance)**](https://unicef.sharepoint.com/%3Aw%3A/r/sites/DHR/_layouts/15/Doc.aspx?sourcedoc=%7BB3E3517A-8BBF-4368-90FE-7DBCD31544EA%7D&file=Guidance%20on%20Completing%20the%20Selection%20Matrix%20for%20Consultants%20and%20Individual%20Contractors.docx&action=default&mobileredirect=true)A) Technical Evaluation (e.g. maximum 75 Points) B) Financial Proposal (e.g. maximum of 25 Points)**-** Education Background: 15 points- Relevant work experience in communications and advocacy: 60 points |
| **Administrative details:**Visa assistance required: [ ] [x]  Home Based [ ]  Office Based: |  **If office based,** seating arrangement identified: [ ] IT and Communication equipment required: [ ] Internet access required: [ ]  |
| **Request Authorised by Section Head** | **Request Verified by HR:** |
| *Nisar Syed, Chief GCCS, EMOPs Geneva* | *Nathalie Huynh, Senior Human Resources Associate* |
| *Approval of Chief of Operations (if Operations): Approval of Deputy Representative (if Programme)**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**Representative (in case of single sourcing/or if not listed in Annual Workplan)*  |
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 Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

Payment of professional fees will be based on submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant

**Text to be added to all TORs:**

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](https://www.unicef.org/careers/unicef-provides-reasonable-accommodation-job-candidates-and-personnel-disabilities) 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.

1. [↑](#endnote-ref-2)