**TERMS OF REFERENCE**

**Subject:** *Campaigns Project Manager*

**Type of contract**: *Consultant*

**National / International:** *Either, but fluent in Chinese and English*

**Proposed level**: Junior

**Expected start date**:  *27 September 2019*

**Duration:** *6 months*

**Supervisor:** *Chief of Communication and Advocacy*

**Funding:** 50% from NON-GRANT (GC)

50% from Funding Source=SC140287, WBS=501/005/092

**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 priority 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

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| --- | --- | --- | --- | --- |
|  | Task | Deliverable | Duration (man-days) | Payment (% of fee) |
| 1. | Coordinate and support the planning, execution, monitoring and evaluation of the Every Child Alive, Early Moments Matter and Toilet Revolution campaigns in China. Continually update advocacy plans based on feedback from programme and comms teams. | Work plans for 3 campaigns developed and implemented | 35% | Monthly invoicing |
| 2. | Provide technical assistance and support for the development of comms events and activities within other ongoing programs | Review proposals1-2 Concept notes drafted | 15% | Monthly invoicing |
| 3. | 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. Ensure campaign activities are executed efficiently and effectively. | 2-3 major events planned and executed | 30% | Monthly invoicing |
| 4. | 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 |
| 5. | Maintain comms calendar, produce regular (quarterly) reports of campaign progress, identifying achievements, obstacles, and changes to plans. | Calendar updated regularlyQuarterly reports | 5% | Monthly invoicing |
| 6. | Other tasks as identified. |  | 5% | 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 …27 September 2019……. and end on …26 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.*

**7. Consultancy Requirements**

Qualifications:

* *Master’s degree in project management, communications, international development, or other relevant field.*
* *Proven experience in providing project management and logistical support for a major advocacy initiative, campaign or event.*
* *Must be a proactive, self-starter with the ability to take initiative in a variety of settings and across different organizational levels.*
* *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.*
* *Written and spoken fluency in Chinese and English.*
* *Demonstrated understanding of maternal, newborn and child health and development issues, both in the Chinese and global contexts, an asset.*