

# TERM of REFERENCE

## International Consultant: U-Report Manager

UNICEF DCO intends to strengthen engagement with adolescents and young people through U- Report, using COVID-19 Chatbot messaging as the entry point.: For example, the platform will allow adolescents and young people to speak out via SMS and other web-based channels through polls and unsolicited messages on what is happening in their communities as far much as the COVID-19 pandemic is concerned.

### 1. CONTEXT

The rapid outbreak of COVID-19 presents additional challenges for national monitoring systems in Djibouti. UNICEF Country Offices in the region have already received support requests from respective government counterparts to assist with strengthening national monitoring systems and data collection using non-traditional technology-based means, minimizing or fully mitigating the need for engagement of enumerators and similar techniques. The main issue foreseen is the lack of granular data on secondary impacts of the COVID epidemics on children, women and other vulnerable groups in societies. This data needs to be of high quality and needs to be available to the Country Office and stakeholders including the governments in a timely fashion to facilitate adequate and timely response. Important topics for UNICEF include the availability and accessibility of services, especially in the fields of Primary Health Care, Education, WASH, Child Protection and other essential services that have been impacted by the COVID-19 outbreak.

UNICEF DCO intends to strengthen engagement with adolescents and young people through U- Report, using COVID-19 Chatbot messaging as the entry point.: For example, the platform will allow adolescents and young people to speak out via SMS and other web-based channels through polls and unsolicited messages on what is happening in their communities as far much as the COVID-19 pandemic is concerned. It will also provide a forum to amplify their voices through local and national media, send alerts to key stakeholders about the issues being faced in their communities. RapidPro/U- Report is a well-established initiative for UNICEF globally, within UNICEF Djibouti there is presently limited capacity to implement the project with its current staff. Setting up a multisectoral project such as the U-Report requires technical expertise to assist the office in setting up the COVID-19 Chatbot in Djibouti.

### 2. JUSTIFICATION

UNICEF Djibouti is exploring the potential of launching U-Report, which is a mobile platform that is designed to empower young people in developing countries to speak out on issues that they care about in their communities, encourage citizen-led development and create positive change. With the CPD focusing on adolescents at an outcome level, there will be an increased focus on ensuring adolescent participation and thus different platforms for engagement are being envisaged. The other area where innovations will be important is to address existing gender inequities in society. For instance, the CO has selected ending female genital mutilation as its gender targeted priority. The CO aims to prioritize innovations to address the overall issue of adolescent participation and engagement with other solutions to address persisting inequities among young people. The office has contracted for until September 2020, a consultant that will support and implement the Real Time Monitoring (RTM) initiative as well as will support the digital engagement for data collection across all programmes. Secondly, the purpose is to deliver technical support with the design of appropriate data collection surveys and training/capacity development of various government departments and partners in the on-going data collection using the deployed tools.

In order to capacitate young people to effectively participate in decision making on matters of concern to them, the **U-Report Manager** will have to set-up, and launch the RTM platform RapidPro and U-Report for youth engagement and participation.

### ***Goal and Objective:***

Under the supervision of the Communication for Development Specialist the **U-Report Manager** will develop a U-Report strategy, including youth and partnership engagement modalities that directly contribute to DCO programme results, and provide capacity building to partners on RapidPro. Additionally, the consultant will, develop a subsequent sustainability plan for scalability and in collaboration with the Child Protection Specialist, Communication Specialist and Adolescent and Development Officer, develop a response strategy for child protection, gender-based violence and enhancing the ending FGM campaign.

The UNICEF Djibouti Office aims to deploy U-Report for dissemination and collection of several distinct layers of information; specifically, to:

- Expand and strengthen information and monitoring systems, community feedback and accountability to affected populations (AAP) using RapidPro and U-Report) to support the implementation of UNICEF programmes during the COVID-19 period and post-COVID-19.
- Implement U-Report and the participation processes to support the roll out of the UNICEF adolescent programme in close coordination with the UNICEF DCO Adolescent Development and Participation (ADAP) programme
- Develop data visualization products for the programmes team, including dashboards, using available information to best represent information for UNICEF decision-making.
- Strengthen the evidence and knowledge generation of the UNICEF DCO programmes by producing reports based on the analysis of available information collected through UNICEF DCO's various information systems.
- Support on any data Management and Digital engagement request
- Expand and strengthen information and monitoring systems, community feedback on child protection issues with a focus on FGM, birth registration and VAC

### **3. METHODOLOGIE & ACTIVITES**

#### ***Activities and Tasks:***

The **U-Report Manager** is expected to:

- Provide technical guidance and leadership on the introduction and functionality of RapidPro in Djibouti
- Strengthen partnerships with private sector such as Djibouti Telecom which is the mobile network provider to enhance project delivery.
- Use citizen data to improve accountability and strengthen programmes, building on UNICEF Djibouti's existing social accountability work and country programme nimbleness to adapt to emerging issues.
- Develop U-Report Strategy, in consultation with UNICEF and partners (including government, NGOs and CSOs), aligning to the UNICEF Global Adolescent Development Programming and Generation Unlimited.
- Develop Partnership Engagement, sustainability Strategy and considering UNICEF's long-term capacity (human resources, financial) to support implementation beyond phase one
- In collaboration with the Child Protection Specialist, develop a strategy to respond to child protection / GBV type reports, spearhead the Ending FGM campaign in partnership with Ministry of Family & Women.
- Empower young people to share opinions and participate on decision making on cross sectoral issues (FGM, Education, Reproductive health etc..) that matter to them
- Work with NGO's to deploy the pilots, scale as appropriate, and secure partner buy-in and ownership
- Act as a liaison between UNICEF Djibouti and RapidPro vendor in resolving technical issues, in collaboration with IT team of UNICEF Djibouti

- Identify best practices for U-Report programme and RapidPro application from other offices for replication in Djibouti
- Provide capacity building around real time monitoring for UNICEF focal points, government counterparts, and NGO partners; include advanced training on U-Report as appropriate
- Develop capacity building material for UNICEF and its partners
- Collect data on perception of population, particularly youth on FGM
- Analyse data and provide feedback loop information on FGM programming
- Build the capacity of youth on data collection and analysing data of U-Report
- Provide technical support and coaching to youth of presentation data of U-Report. Train a focal point within each programme on U-Report dashboard management
- Documentation, capturing the lifetime of the project, lessons learned, and best practices throughout the Phase 1 of the project
- Contribute to the global innovation community of practice and knowledge exchange

#### **Social media:**

- Plan and coordinate social media campaigns across several platforms including Facebook, Twitter, Medium, Instagram to raise awareness on #COVID-19D and post COVID-19
- Activate UNICEF's digital advocacy campaigns (#EndFGM #PourChaqueEnfant, #COVID-19D).
- Contribute to the strategic development of digital initiatives in the country and provide ideas to increase digital engagement on #COVID-19 and operationalize the unicef.org website management
- Support and supervise social media takeovers by young people to tell their coping experiences with #COVID-19, the FGM campaign and any other trending topics
- Assist in developing and maintaining close collaboration with digital influencers and potential traffic pullers to reach a wider audience with the #COVID-19 campaign.
  - Identify and engage influencers and create conversations around issues and break the rumors related to #COVID19 keeping its digital community engaged in dynamic, interactive and meaningful ways.
  - Provide technical support and coaching to youth and adolescent engagement in social media

#### **Expected Deliverables & Work Schedule:**

The work will be developed for the two thematic topics: Child Protection (Ending FGM) and the COVID -19 Chatbot / Youth Engagement and this will require two (2) distinct strategies, content, platforms.

1. Contextualized U-Report strategy and documentation (guidelines & standards)
2. U-Report up and running in Djibouti-sub thematic groups in place to respond to critical unsolicited questions raised by adolescents/youth; selected programs/partners priorities and capacities for 2020/2021 U-Report polls.
3. U-Report Website Up and Running.
4. U-Report Media campaign launched
5. Steering Committee in place
6. Partners and UNICEF staff trained in using U-Report.
7. Feedback loops established within UNICEF DCO and government in collaboration with UNICEF programmes staff
8. 6 Pilot areas in Djibouti and the five regions identified and preliminary engagement begun.

#### **Final Output/ Product**

U-Report fully operational, scaling and being used by various government and CSO partners in Djibouti.

#### 4. Time Frame: September 2020- February 2021 (6 months)

| The C4D Specialist will supervise this contract, with support from UNICEF Djibouti Innovation Committee in collaboration with the Communication Specialist and the Child Protection Specialist. |  |   |                 |
|---|--|---|-----------------|
| <i>Activity</i>   | <i>Milestones</i>  | <i>Deliverables</i>   | <i>Deadline</i> |
| Develop RapidPro key guidance documentation (work plan, concept note, strategies, U-Report Djibouti Charter, training manuals, data management SOPs) in consultation with partners              | <ol style="list-style-type: none"> <li>1. Consult Government and civil society partners</li> <li>2. Organize and facilitate two brown bag sessions on the technical and programmatic use of RapidPro within UNICEF and for other UN Agencies to ensure RapidPro powered initiatives in the Djibouti country office.</li> <li>3. Work directly with the Djibouti Telecom mobile operator/third party to procure short code and negotiate SMS costs.</li> <li>4. Draft documentation, including work plan, U-Report Djibouti Charter, etc.</li> <li>5. Present draft work plan and other documentation to UNICEF, partners and Government for endorsement</li> <li>6. Set up of U-Report Steering Committee</li> </ol> | <ol style="list-style-type: none"> <li>1. U-Report up and running in Djibouti-sub-thematic groups in place to respond to critical unsolicited questions raised by <b>children on the move</b> selected programs/partners' priorities and capacities for 2020/2021 polls.</li> <li>2. Two brown bag sessions organized</li> <li>3. Four short codes obtained for RapidPro and U Report One U-Report media campaign launched &amp; awareness raising and advocacy plan in place for the end FGM campaign</li> <li>4. Validated U-Report implementation work plan</li> <li>5. 2 meetings of the steering committee</li> <li>6. 1 session of training for youth u-reporters and programme colleagues</li> </ol> | September 2020  |

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|   | <p>7. Build the capacity of U-Report Volunteers and UNICEF Programme colleagues' officers to run U-Report campaigns</p>   |  |                     |
| <p>Identify the existing adolescents' networks and design and run of public information campaign</p>                        | <ol style="list-style-type: none"> <li>1. Map existing youth and adolescent engagement space, and identifying existing networks, partners, programmes that can become part of the larger U-report programme</li> <li>2. Conduct capacity building sessions on RapidPro for all relevant programme partners, CSOs, and UN agencies and U-Report Steering Committee Members</li> <li>3. Work with UNICEF Communication Specialist and Monitoring and Evaluation Officer to identify key issues to trigger social media debates / sharing of information U-Report in Djibouti</li> </ol> | <ol style="list-style-type: none"> <li>1. Mapping of the existing youth and adolescent engagement space, and identifying existing networks, partners, programmes that can become part of the larger U-report programme</li> <li>2. U-Report Training reports</li> <li>3. Compilation of stand-alone U-Reports for strategy, documentation and feedback.</li> </ol> | <p>October 2020</p> |
| <p>Building of outreach campaign on availability and access to information and services in their respective communities</p> | <ol style="list-style-type: none"> <li>1. Consult U-Report Steering Committee on SMS based questionnaires</li> </ol>  | <p>RapidPro Pilot Campaign Reports available</p>   | <p>October 2020</p> |

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|  | <p>and themes for the next 6 months</p> <ol style="list-style-type: none"> <li>2. Configure Questionnaires in RapidPro</li> <li>3. Identify geographic areas that need outreach campaigns</li> <li>4. Run campaigns and Media Campaign launched.</li> <li>5. Analyze data and disseminate internally and with implementing partners and U-Report Steering Committee</li> <li>6. Build the capacity of U-Report Ambassadors and UNICEF Programme Colleagues officers to run RapidPro campaigns</li> <li>7. Create standard operating procedures to be followed by all users of the U-reporting system.</li> <li>8. Evaluate partner usage of U-report and understanding incentives and constraints involved between high level users and low-level users.</li> </ol> |   |                      |
| <p>Document U-Report progress, challenges and lessons learnt</p> | <ol style="list-style-type: none"> <li>1. Produce final documentation of experiences and lessons learnt</li> </ol>  | <p>1. One U-Report Pilot Report Available, including recommendations for Phase 2 of U-Report implementation</p> | <p>November 2020</p> |

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|   | 2. Arrange meetings with U-reporters on the analysis and use of data and findings.  | 2. 3 Data analysis meetings are organized with U-reporters, Report results of statistical analysis.  |                            |
| Produce human interest stories and visuals on Covid19 second generation Risk communication and community engagement                     | Produce a series of human-interest stories on voices of youth of young people wearing mask and social distancing related to adolescents and youth health, nutrition, child protection and education experiences during the #COVID-19 campaign | At least ten 10 human interest stories on Voices of youth UNICEF's work with youth on #COVID-19, FGM and across all programme areas are produced and widely disseminated among the target audience | September 2020             |
| Covid19 chatbot adapted to Djibouti, deployed and linked with the 1517 toll free number   | Support the Ministry of health to adapt and deploy the covid19 chatbot and link with the 1517 toll free line  | 10 feedback gathered by month through the covid19 chatbot  | September 2020             |
| Manage the UNICEF social media accounts, including Facebook, Instagram Medium and Twitter accounts for the country office.              | Update all social media channels are up to date with latest content, adapted to make best use of each digital channel as campaign tools for #COVID-19 and UNICEF social media campaigns   | An active Facebook, Twitter, Instagram and medium accounts maintained with latest up to date content on post-COVID-19 key messages   | September to December 2020 |
| Provide the social media monitoring tools to evaluate the impact of UNICEF COVID29 interventions on social media (reach and engagement) | Produce monthly social media monitoring report and presentations to monthly programme meetings (PMT) and situational reports  | Social media monitoring report with key recommendations produced and shared with the group members on a monthly basis  | September to December 2020 |

## 5. Supervision

The C4D Specialist will supervise this contract, with support from UNICEF Djibouti Innovation Committee chaired by the ICT Officer and in collaboration with the Communication Specialist, the Adolescent development Officer, the Child Protection Specialist.

## 6. Duty Station

UNICEF Djibouti Country Office.

## **7. Remuneration**

UNICEF will pay to the Consultant a monthly lump sum which will cover the consultant's agreed fees and Daily Subsistence Allowance (D.S.A)

## **8. Terms of Payment**

The consultant will be paid through a monthly lump sum upon submission of invoices, certification of the deliverables and satisfactory completion of the assignment.

## **9. Qualifications**

- A Master's Degree in Social Sciences, International Relations, Development, Community Development, Information Technology or in a relevant field.  
*\*A first University Degree in a relevant field combined with 5 years of professional experience may be accepted in lieu of an Advanced University Degree.*
- A minimum of 3 years of relevant professional experience in supporting and coordinating project activities across a large organization and with other international partner organizations and with government.
- Developing country work experience and/or familiarity with emergency is considered an asset.

### **For every Child, you demonstrate...**

UNICEF's core values of Commitment, Diversity and Integrity and core competencies in Communication, Working with People and Drive for Results.

The competencies required for this post are...

- Progressively responsible professional work experience in communication, education, and technology fields, some of which should be in an international setting
- Demonstrated experience with youth and adolescent engagement programmes, including leveraging new technologies to implement C4D strategies.
- Experience with RapidPro or other SMS-based engagement pilot is an added advantage.
- Previous work experience in Djibouti is an asset
- Some professional or academic background in one of UNICEF's sectorial areas (preferably Health or Education) is desired
- Experience with processing large amounts of information and synthesizing it
- Experience in project management and rolling out of large-scale projects with strong technology components
- Familiarity with information systems and communication technologies
- A strong understanding of UNICEF's mission and vision as well as its programmes through direct or indirect work experience with UNICEF
- Proven skills in communication, networking, strategic thinking, advocacy, negotiation, and ability to relate this to new media and young people
- Proven ability to conceptualize, plan and execute ideas as well as to transfer knowledge and skills
- Proven capacity to work with and lead collaborative teams across different locations and with different technical skills
- Strong writing and communication skills and the aptitude to handle competing messages and priorities with multiple audiences



- Very good interpersonal skills, skilled at persuading, influencing, relating and networking
- Creative, innovative thinker who can also translate ideas into practical applications

View our competency framework at [http://www.unicef.org/about/employ/files/UNICEF\\_Compencies.pdf](http://www.unicef.org/about/employ/files/UNICEF_Compencies.pdf)