

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

NATIONAL INDIVIDUAL CONTRACTOR

Communications Consultant to support COVID-19 Vaccine Communication Programme

Background:

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children's rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are violated.

Since the beginning of the COVID-19 pandemic UNICEF has been at the forefront supporting the Government of Mongolia in emergency response across sectors, including health. UNICEF has rapidly scaled up its support for the development of the COVID-19 vaccination programme and supported its roll-out. This included technical assistance and procurement services in relation to the cold chain, vaccines and vaccine communication. In order to continue vaccine communication support within the NDVP against COVID-19, UNICEF is recruiting a Communication Consultant.

1. Purpose of Assignment:

The Communications Consultant (in support of COVID-19 Vaccine Communication Programme) is responsible for developing and implementing a prompt, high-quality, well-targeted and inclusive public information and communications including campaigns together with the Government of Mongolia and other national and international stakeholders to mobilize broad public support, disseminate science-based up-to-date knowledge and create acceptance of, demand for and a positive attitude towards COVID-19 vaccine.

2. Scope of Work:

Support strategy design and development of C4D activities: oversight and/or execution of timely production of communication materials/products. Render support to implementation of UNICEF Mongolia Country Communication Strategy, Regional and Global campaigns and priorities, and support resource mobilization as set out in the work plan.

Media relations: Effective and productive media relations are to be developed and maintained. List of contact and information of journalists and media outlets including print, TV, radio, online news sites and web-based information portal setc. Timely and professional information assistance and support to be provided to the media.

Monitoring and evaluation: Undertake regular monitoring and evaluation activities according to the work plan to ensure maximum impact and continuous improvement of UNICEF Mongolia County Office's communication efforts. Results and reports are to be prepared and shared on a timely basis.

Partners and special events: UNICEF Mongolia Country Office's contact list of individuals, groups, organizations and fora (including Government, UN, and bilateral counterparts), whose support is essential in achieving the advocacy and communication objectives and whose participation in special events and activities is valuable in furthering the Country Programme goals, is to be maintained and further developed relations and partnerships to be nurtured.

3. Programme Area and Specific Project Involved: Immunization Programme

4. Contract duration (start and end date): 6 months

5. Type of engagement:

Deliverable based(home based) **Full-time**, office based Part-time, office based

6. Deliverables, Timeframe and Payment Schedule:

Deliverables	Timeline	Payment Schedule
Inception report	2 nd week of start	monthly
Midterm report (after 3 months)	30 Sept, 2022	
Final report	15 Jan, 2023	

7. Project Management:

Direct supervisor: The consultant will report to the Senior Adviser.

Frequency of performance review: midterm review and upon completion

8. Qualifications and requirements:

- Advanced university degree in Communication, Journalism, Public Relations.
- Three years of progressively responsible and relevant professional work experience in communication, print, broadcast or digital media
- Experience in journalism and news writing
- Experience in emergency risk communications
- Experience in development of dynamic web and digital media content
- Previous experience working in communications in an international organization is an asset.

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- Good knowledge of strategy to address national and international issues, including emergencies would be an asset
- Outstanding interpersonal and public speaking skills are required.
- Fluency in Mongolian and English (verbal and written).
- Previous experience at UN agencies would be an asset.