

International Consultant:
Communication
Consultant (Short-term)



1. Background

World Children's Day (WCD) was first established in 1954 as Universal Children's Day and is celebrated on 20 November each year to promote international togetherness, awareness among children worldwide, and improving children's welfare. UNICEF around the world marks this day as a flagship day for action by children, for children.

Last year, UNICEF Cambodia celebrated WCD by bringing the inspiring stories of Cambodian children from diverse background to the forefront of the public's attention. This year, our plan is more ambitious. It will go beyond storytelling to include mentorship, working with young people to build their skills and help them become change-makers in their communities. Young people will be encouraged to reimagine their future as the next generation of journalists, innovators, socially conscious artists or social entrepreneurs and others. The project will launch a call for applications in early July, asking young people from across the country to submit their ideas to influence positive change in their communities. The selected young people will be paired with expert mentors in their chosen field and will be given support to realise their vision. From August to November, the mentors will work together with the young people to strengthen and diversify their skills and bring their ideas to fruition. These activities will culminate on 20 November, on World Children's Day, when young people will present their projects in a high-level event and participate in networking meetings that aim to create synergies for scaling up their projects.

This programme aligns with UNICEF's goals and incorporates UNICEF's principles of communication and youth empowerment. It creates a space for a plurality of voices and community narratives. It encourages listening, dialogue and debate while ensuring meaningful participation and promoting young people as agents of change. The programme will give visibility and voice to marginalised and vulnerable groups and promote gender equality by providing opportunities for both girls and boys.

2. Purpose

UNICEF Cambodia is looking for a short-term Communication professional to lead the development, implementation and evaluation of the World Children's Day 2021 activities as described above.

Under the general guidance of the Chief of Communication, this role is responsible for coordinating all aspects of the WCD young people's capacity-building programme, identifying and onboarding mentors, supporting the planning and execution of the WCD high level moment, and developing the final evaluation report of the programme.

The time frame is from 5 July 2021 to 30 December 2021 (6 months). In addition, this role will support other priorities of the Communication Team as needed. Please see items 10 and 11 in table of deliverables below for more details on other tasks.

3. Work Assignments

- Develop a detailed project plan for World Children's Day, incorporating the concept note and building on other UNICEF youth engagement programmes, such as Voices of Youth. The project plan should include project goals and objectives, key tasks, resources required, and a timeline for completion.
- Work with the Social Media Team to create a communication plan for the 'call for applications' from young people.
- Map the process for applications, ensuring all elements are fair and accessible, and develop the selection criteria and communication package for successful and unsuccessful applicants. Liaise with the global Voices of Youth team to ensure inclusivity, fairness and compliance with UNICEF's youth engagement principles.
- Identify and onboard appropriate partner organisations and mentors, including influencers, journalists, activists, socially conscious artists, social entrepreneurs, and past UNICEF staff, representatives and ambassadors. Work with media and universities to secure relevant partnerships.
- Develop a robust monitoring and evaluation plan and feedback mechanism to gather insights from partners and young people, share weekly progress reports with the Communications Team, and share notable updates with relevant programme teams.
- Coordinate the implementation and manage all aspects of the project, including social media, communication with partners, matching young people with relevant mentors, and providing support with creative ideas and problem-solving where required.
- Support the planning and execution of the World Children's Day (20 November) celebratory media moment, showcasing young people's work achieved through the project in a series of TEDX conversations between young people, their mentors, and relevant partner organisations.

- Develop a final report based on the project evaluation, focusing on achievements, lessons learnt, and recommendations for expanding and scaling the project for the future.
- Support the Communication team’s coordination and participation in relevant ROs and HQ conversations regarding the WCD by providing updates and data points. Ensure that ROs and HQ channels receive UNICEF Cambodia WCD content and information in a timely manner to be featured in their channels.
- In addition, work with the Communication Team to support the development of advocacy and communication materials, focused on the COVID-19 response and vaccination rollout.

In all written products, the following considerations must be made:

- Protecting the rights of the child must be given priority above all considerations when collecting and writing stories and other materials
- Ensuring evidence generation adheres to UNICEF Procedure for Ethical Standards in Research, Evaluation and Data Collection and Analysis.
- Ensuring clarity, readability, logic, appropriateness as well as engaging writing in all products
- Ensuring language accuracy. The final product must not require further editing/copy-editing
- Consulting with a supervisor and other UNICEF colleagues to ensure adherence to UNICEF style and guidelines and alignment with the country programme
- Ensuring factual accuracy, including accurate representation of the issues and programmes
- Ensure communication materials are inclusive, equitable, consultative and participatory to carry along all stakeholders and provide editorial support to the Communication Team as needed.
- Ensuring any policy briefs related to evaluation adheres to United Nations Evaluation Group’s revised Norms and Standards for Evaluation and to UNICEF evaluation guidance.

4. Expected deliverables

The Communication Project Specialist is expected to produce the following deliverables:

Deliverables	Number of working days	Due date
1. Develop a detailed project plan for World Children’s Day, incorporating the concept note and building on other UNICEF youth engagement programmes	5	9 Jul 2021
2. Create a communication plan for the ‘call for applications’ from young people.	5	16 Jul 2021

Deliverables	Number of working days	Due date
3. Map the process for applications, develop the selection criteria and communication package for successful/unsuccessful applicants.	5	26 Jul 2021
4. Identify and onboard appropriate partner organisations and mentors.	15	16 Aug 2021
5. Develop a robust monitoring and evaluation plan and feedback mechanism to gather insights from partners and young people.	7	25 Aug 2021
6. Coordinate the implementation and manage all aspects of the project, including social media, communication with partners, matching young people with relevant mentors, and providing support with creative ideas and problem-solving where required.	30	8 Oct 2021
7. Support the planning and execution of the World Children's Day (20 November) celebratory media moment, showcasing young people's work achieved through the project.	15	29 Oct 2021
8. Develop a final report based on the project evaluation, focusing on achievements, lessons learnt, and recommendations for expanding and scaling the project for the future	8	10 Nov 2021
9. Support the Communication team's coordination and participation in relevant ROs and HQ conversations regarding the WCD by providing updates and data points	10	25 Nov 2021
10. Work with the Communication Team to support the development of advocacy and communication materials, focused on the COVID-19 response and vaccination rollout	15	30 Dec 2021
11. Support communication team in adapting key global campaign assets and narratives and for Cambodian context.	10	30 December 2021
Total number of working days	125 working days	

5. Location

The consultancy is office-based in Phnom Penh.

At this point, UNICEF is not able to support a working visa. Only candidates who are located in Cambodia and have a valid working visa are required to apply.

6. Duration

The estimated duration of this agreement is one hundred and twenty-five (125) working days (6 months) between 5 July 2021 and 30 December 2021.

7. Qualifications and Experience

- Minimum 1 years of progressive experience in project management with a focus on communications, advocacy, youth empowerment/youth work, or community development
- Excellent writing skills in the English language with the ability to 'de-jargon' technical language for a wider audience
- Demonstrable experience working with a variety of stakeholders, including young people, volunteers, influencers, activists and private sector partners
- Strong communicator with excellent interpersonal skills and the ability to nurture relationships with stakeholders
- Experience in capacity building initiatives for young people or mentoring programmes
- Outstanding skills in organisation and coordination with a strong drive for results
- Knowledge of effective monitoring and evaluation practices
- Knowledge and understanding of Cambodia and its development context
- Initiative, passion and commitment to UNICEF's mission
- Experience developing application processes and selection criteria is an advantage
- Experience planning and managing events is an advantage
- Experience working with UNICEF or other development organisations is a plus.

8. Payment schedule linked to satisfactory deliverables

** The fees shall be calculated based on the days estimated to complete the assignment in the Terms of Reference and shall be considered the maximum compensation as part of a lump sum contract and agreed on a work plan for submission of deliverables. No additional fees shall be paid to complete the assignment. Payment will be made upon delivery of all final products and full and satisfactory completion of the assignment.*

Deliverables	Payment (including business travel fee) be directly linked with satisfactory deliverables	Reporting Requirements for each deliverable
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Deliverables #1, #2, #3	16%	All the deliverable's achievements have shown in a monthly progress report
Deliverables #4, #5	16%	All the deliverable's achievements have shown in a monthly progress report
Deliverable #6	20%	All the deliverable's achievements have shown in a monthly progress report
Deliverable #7	16%	All the deliverable's achievements have shown in a monthly progress report
Deliverables #8, #9	16%	All the deliverable's achievements have shown in a monthly progress report
Deliverable #10, #11	16%	All the deliverable's achievements have shown in a monthly progress report

9. Administrative Issues

The consultant is expected to use his/her/their own computer, internet facilities and any other equipment necessary to carry out the deliverables as stated in this document.

This assignment is office-based, following current and relevant guidelines regarding COVID-19 prevention and protection.

10. Contract supervisor

Consultants will report to UNICEF Chief of Communication.

11. Penalties for Underperformance

Payment of fees to the Contractor (consultant) under this Contract, including each instalment or periodic payment (if any), is subject to the consultant's full and complete performance of his/her/their obligations under this Contract to UNICEF's satisfaction and UNICEF's certification to that effect.

Performance indicators: Consultants' performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Cambodia.

12. Termination of Contract

This Contract may be terminated by either party before its specified termination date by giving notice in writing to the other party. The period of notice shall be five (5) business days (in the

UNICEF office engaging the Contractor) in the case of contracts for a total period of less than two (2) months, and shall be fourteen (14) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a longer period; provided however that in the event of termination on the grounds of impropriety or other misconduct by the Contractor (including but not limited to breach by the Contractor of relevant UNICEF policies, procedures, and administrative instructions), UNICEF shall be entitled to terminate the Contract without notice.

13. Submission of applications

Interested candidates are kindly requested to apply and upload the following documents to: <http://www.unicef.org/about/employ/>

1. Letter of Interest (cover letter) with an indication of the applicant's ability and availability
2. CV or Resume, explaining how the applicant's background and experience are relevant to the consultancy work assignment and the qualifications, competencies, knowledge and skills
3. Example(s) of the applicant's previous work, similar consultancy assignments (if available)
4. The applicant's performance evaluation reports or references of similar consultancy assignments or other references of similar consultancy assignments (if available)
5. The applicant's fee proposal or price proposal by indicating daily rate (in US\$) to undertake the terms of reference above. Applications submitted without a daily rate will not be considered.

The deadline for applications is *(7 days from posting)*.

14. Assessment Criteria

A two-stage procedure shall be utilized in evaluating technical assessment being completed prior to any price proposal being compared.

The Contract shall be awarded to the candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

NOTE:

For the evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

- a) Technical Qualification: **max. 100 points**, weight (70 %)

- Education (**20 points**)
- Relevant working experience (**30 points**)
- Knowledge and skills (**30 points**)
- Quality of past work (e.g. applicant's written Standard Operational Procedures or other relevance written work) (**20 points**)

b) Financial Proposal: **max. 100 points** weight (30 %)

- The maximum number of points shall be allotted to the lowest Financial Proposal that is evaluated and compared among those technical qualified candidates who have attained a minimum 60 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

The Contract shall be awarded to the candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.

Please note that a written test and verbal interview might be required to determine the applicant's technical qualification.