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

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| **Title:** Advocacy Consultant   | **Funding Code:**   | **Type of engagement:** Consultant    | **Duty Station:** New Delhi  |
| **Purpose of Activity/Assignment:**  The Advocacy Consultant will offer technical expertise for developing, monitoring and documenting key advocacy initiatives to promote UNICEF India’s advocacy priorities. The successful candidate will collaborate closely with internal staff as well as external partners and stakeholders to identify advocacy opportunities and potential risks, develop strategic plans and knowledge resources, support organizing advocacy events, and document progress. The Advocacy Consultant will play a critical role in supporting ongoing Child Rights Advocacy initiatives at UNICEF India.  |
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| **Scope of Work (Include Background/Rationale/Key Objectives of the Assignment):** **Background/Rationale:** UNICEF India is committed to promoting and protecting the rights and well-being of every child in the country. One of the key strategies to achieve this is through effective Child Rights advocacy, which involves influencing policy-makers and decision-makers to create an enabling environment for children's growth and development. UNICEF India is seeking an experienced Advocacy Consultant to provide technical expertise and support for the development, monitoring, and documentation of key advocacy initiatives that promote UNICEF India's advocacy priorities. **Key Objectives of the Assignment:** The Advocacy Consultant will work closely with UNICEF India staff and external partners/ stakeholders to achieve the following objectives: 1. **Develop advocacy plans, knowledge resources, and coalition building:** The consultant will support the development of strategic advocacy plans that align with UNICEF India's advocacy priorities. The consultant will also develop research-driven knowledge resources, including advocacy briefs, frameworks, case studies, and other materials, to support advocacy efforts. Additionally, the consultant will leverage data and research insights to support evidence-based advocacy. The consultant will also identify potential partners and stakeholders for coalition building and facilitate collaborations that strengthen UNICEF India's advocacy efforts.
2. **Monitor and document advocacy initiatives:** The consultant will monitor and document the progress of ongoing advocacy initiatives, including tracking impact, identifying lessons learned for future advocacy efforts, and extend support in ensuring that they align with the advocacy framework and contribute to achieving the desired outcomes. The consultant will also provide regular updates and reports on the status of advocacy initiatives, including providing recommendations on how to improve ongoing initiatives and proposing new initiatives based on research and evidence.
3. **Identify opportunities and risks:** The consultant will work closely with UNICEF India staff and external partners/stakeholders to identify opportunities and risks related to advocacy initiatives. This will include analyzing political, social, and public discourse trends and identifying key stakeholders who can influence policy in favour of children. Additionally, the consultant will assess the feasibility of proposed advocacy initiatives, including identifying potential challenges and proposing solutions.
4. **Youth Programming:** The consultant will facilitate orientation of children, to enable them to raise their voice, ideas, and demands, for their interaction with Legislators, Senior officers, Celebrity Advocates, and Media. The consultant will also support the development of child-led advocacy initiatives and empower children to be effective advocates for their rights.
5. **Capacity Building of stakeholders:** The consultant will provide technical expertise towards designing Capacity Building sessions for Elected Representatives as well as children on Child Rights. The consultant will also develop training resources to support ongoing capacity building efforts.
6. **Support ongoing child rights advocacy initiatives and collaborations:** The consultant will provide technical expertise and support for ongoing child rights advocacy initiatives at UNICEF India, including supporting the drafting of advocacy materials and facilitating advocacy events. Additionally, the consultant will collaborate with other UNICEF teams and partners to ensure that child rights advocacy is integrated into other programmes and explore opportunities for cross-sector collaborations and partnerships that can contribute to achieving shared advocacy goals.

The Advocacy Consultant shall report to the Advocacy Unit of Communication, Advocacy & Partnerships (CAP) section and shall be accountable for delivering all assigned tasks in accordance with UNICEF's policies and procedures, as well as relevant ethical and professional standards. The consultant will be expected to work independently, and to manage their time and workload effectively to deliver high-quality outputs within agreed timelines.  |

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| **Supervisor:** Communication Specialist, UNICEF India  | **Start Date:**  | **End Date:**  |
|   | **Year 1:** 1 May 2023 to 15 April 2024  **Year 2:** 16 April 2024 to 26 March 2025  **Year 3:** 27 March 2025 to 10 March 2026  | 15 April 2024 (11.5 months)  Based on the performance and availability of funds the same will be extended for the balance duration Year 2 & Year 3.  |
| **Work Assignments Overview (*Include Major Tasks and Activities)***  | **Deliverables/Outputs**  | **Timeline/Date for submission of Deliverable**  |
| **Monitoring Political and Legislative Landscape** Provide weekly updates on legislative and political developments, maintain a reference and tracking database, offer briefs and analysis on emerging political issues, and recommend strategic engagement with partners and stakeholders.  | **Year 1:** 1 weekly report x 4 per month x 12 months = 48  **Year 2:** 1 weekly report x 4 per month x 12 months = 48  **Year 3:** 1 weekly report x 4 per month x 12 months = 48  | Start of every week  |
| **Legislative Advocacy Framework Tracking** Track progress across field offices, document key advocacy initiatives monthly, identify potential roadblocks and risks, and analyze changes in the policy environment, including comparative analysis across states.  | **Year 1:** 1 monthly report x 12 months = 12  **Year 2:** 1 monthly report x 12 months = 12  **Year 3:** 1 monthly report x 12 months = 12  | End of each month  |
| **Annual Legislative Advocacy Compendium** Compile an annual compendium of legislative advocacy best practices from across field offices and collate constituency-level case studies.   Coordinate field visits for legislators by identifying relevant MPs/MLAs, developing advocacy materials, and coordinating logistics. This includes developing an engagement plan, coordinating with local partners, and reporting on the effectiveness of the visit.  | **Year 1:**a. Annual Legislative Advocacy Compendium = 1  b. Engagement plans for field visits, Advocacy materials for field visits (briefs, talking points, etc.), Logistics plan for field visits, Reports on field visits x twice a year (if required) = 2  **Year 2:**a. Annual Legislative Advocacy Compendium = 1  b. Engagement plans for field visits, Advocacy materials for field visits (briefs, talking points, etc.), Logistics plan for field visits, Reports on field visits x twice a year (if required) = 2  **Year 3:**a. Annual Legislative Advocacy Compendium = 1  b. Engagement plans for field visits, Advocacy materials for field visits (briefs, talking points, etc.), Logistics plan for field visits, Reports on field visits x twice a year (if required) = 2  | a. End of year  b. Pre visit deliverables – 3 days before visit; Post visit deliverables – 2 weeks after visit  |
| Children and Youth Engagement Initiatives Develop engagement plans for amplifying the voices of children and youth by organising discussions with key stakeholders in the run up to Lok Sabha 2024 general elections, on issues such as Child Budget, Climate Change, DRR, and other key issues. This includes facilitating interactions with duty bearers, young COP27 delegates, celebrities, media, and other child rights advocates.   The Advocacy Consultant will create engagement plans, knowledge materials and collaterals, coordinate with partners, and document the outcomes for reporting and evaluation purposes.  | **Year 1:**a. Children's Charter of Demands framework = 1 (annual)  b. Children’s National Charter of Demands = 1 (annual)  c. Children's Voices Compilation, Engagement plans, Event collaterals, Reports on the outcomes, Talking points and profiles x 4 = 4   **Year 2:**d. Report on advocacy efforts during LS2024 election  e. SOP for implementing Children's Charter of Demands framework during State Assembly Elections  **Year 3:**f. Compilation of all children and young engagement initiatives for Mid-term review  | a. By 31 January 2024  b. 31 March 2024  c. Within 5 days of briefing  d. 31 July 2024  e. 31 Aug 2024  f. 31 May 2025  |
| **Data-Driven Advocacy Resources and Presentation Decks** Utilize data analysis to create evidence-informed advocacy briefs, reports, and review partner deliverables while identifying trends and patterns to guide future efforts.   Develop visually appealing and engaging presentation decks, incorporating relevant content, data visualization, animations, and interactive features. Research and develop content, including briefs, reports, training materials, infographics, and social media post-copy to support partners, capacity-building and child rights advocacy.  | **Year 1:**a. 1 Advocacy brief x 6 Advocacy Priorities = 6  b. Presentation decks x 2 per month = 24  c. Research-driven position-papers, reports, and training resources x 6 = 6  **Year 2:**a. 1 Advocacy brief x 6 Advocacy Priorities = 6  b. Presentation decks x 2 per month = 24  c. Research-driven position-papers, reports, and training resources x 6 = 6  **Year 3:**a. 1 Advocacy brief x 6 Advocacy Priorities = 6  b. Presentation decks x 2 per month = 24  c. Research-driven position-papers, reports, and training resources x 6 = 6  | Within one week after briefing for all deliverables  |
| **Creative Writing**Developing various written materials such as scripts, talking points, op-eds, web articles, letters, translations, transcriptions, subtitling, and social media post-copy.  Supporting the development of the annual report and other publications by proofreading and editing it, verifying and validating data, ensuring compliance with the style guide, and creating a summary of the report.  | **Year 1:** 4 per month x 12 months = 48  **Year 2:** 4 per month x 12 months = 48  **Year 3:** 4 per month x 12 months = 48  | Within 2 days after briefing  |
| **Advocacy Days Event Support** Provide support for Advocacy Days, Parenting Month, and World Children's Day activities, including planning, coordination, documentation, and reporting.   Develop talking points, briefing notes, concept notes, web articles, and op-eds, and coordinate with partners and stakeholders to ensure successful engagement and awareness-raising efforts.  | **Year 1:** Advocacy Days concept note, Detailed agenda, Documented outcomes and reports, Web articles and op-eds,   talking points and logistics coordination = 12  **Year 2:** Advocacy Days concept note, Detailed agenda, Documented outcomes and reports, Web articles and op-eds,   talking points and logistics coordination = 12  **Year 3:** Advocacy Days concept note, Detailed agenda, Documented outcomes and reports, Web articles and op-eds,   talking points and logistics coordination = 12  | Within 3 days of briefing   |
| **Standardized Tools and Strategic Planning** Develop standardized tools to facilitate effective advocacy efforts, generate new ideas and plans, and create advocacy and engagement strategies.   This role involves the development templates, frameworks, dashboards, checklists, protocols, and other tools, as well as analyzing stakeholders, risks, and potential new partners.  | **Year 1**: Standardized tools, Concept notes and proposals, Timelines and frameworks, Stakeholder and risk analysis reports, Mapping new partners = 12  **Year 2:** Standardized tools, Concept notes and proposals, Timelines and frameworks, Stakeholder and risk analysis reports, Mapping new partners = 12 **Year 3:** Standardized tools, Concept notes and proposals, Timelines and frameworks, Stakeholder and risk analysis reports, Mapping new partners = 12  | Within 5 days of briefing  |
| **Advocacy Initiative Concept Testing and Digital Resource Development** Conduct thorough research to evaluate the feasibility and effectiveness of advocacy initiatives, using various methods such as focus group discussions, surveys, interviews, A/B testing, competitor, and trend analysis.   Support the development of a mobile app for legislators, providing up-to-date policy and development information, along with advocacy resources, checklists and talking points. Create training modules to guide users in effectively utilizing the app.  | **Year 1:**a. Research report on advocacy initiative concept, feasibility and effectiveness x 6 per year = 6  b. Briefs, Talking Points and Training Modules for data companion for legislators = 6  **Year 2:**a. Research report on advocacy initiative concept, feasibility and effectiveness x 6 per year = 6  b. Briefs, Talking Points and Training Modules for data companion for legislators = 6  **Year 3:**a. Research report on advocacy initiative concept, feasibility and effectiveness x 6 per year = 6  b. Briefs, Talking Points and Training Modules for data companion for legislators = 6  | a. 7 days after concept testing  b. Within 5 days of briefing   |
| **Travel - International**  | Not Applicable  |
| **Travel - National**  | * **Please refer to the details in the financial proposal template**
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| **Minimum Qualifications required:**  | **Years of Experience/Knowledge/Expertise/Skills required:**  |
| Bachelors Masters  PhD  Other    A master’s degree in Development Communication, Mass Communication or a related field.  |  At least 6 years of professional experience of working with international organizations, government entities, and civil society organisations. Proven track record of developing and implementing successful advocacy campaigns at national-level, including liaising with legislators, senior bureaucrats, govt departments and stakeholders. Strong knowledge of the political landscape and functioning of the government. Proficiency in English and Hindi. Experience of working with children and awareness of child rights is an added advantage. Ability and willingness to travel nationally, as required.  |
| [**Competitive Selection Criteria**](https://unicef.sharepoint.com/%3Ax%3A/r/sites/DHR/_layouts/15/Doc.aspx?sourcedoc=%7Bda0b1215-ade3-4345-8188-e2b7df9b2fa4%7D&action=default&uid=%7BDA0B1215-ADE3-4345-8188-E2B7DF9B2FA4%7D&ListItemId=353&ListId=%7B465BE47D-174D-4461-B4D6-18B9FC34CB32%7D&odsp=1&env=prod&web=1&cid=a9bfc2d5-3213-4b69-9b04-acb0c830c6d1) **(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** (maximum of 75 Points)            B) **Financial Proposal**  (maximum of 25 Points) A1. Relevant educational qualifications of the candidate [ Min. 3 and Max 5] A2. Relevant work experience [ Min. 10 and Max 15] A3. Minimum two Work Samples  [ Min. 15 and Max 20] Candidates scoring a minimum of 28 marks out of 40 for criteria mentioned above will be called for the interview. A4. Interview [ Min. 28 and Max 35]  Minimum overall qualifying score is 56. Only those candidates who meet the overall qualifying marks of 56 as well as score the minimum cut-off in each of the above sub-criteria including the interview will be considered technically responsive and their financials will be opened Qualifying score in technical evaluation is out of 75.   |
| **Administrative details:**          Home Based  and will attend meetings at office as and when required Office Based: 2 days a week consultant should be able to come to UNICEF office in New Delhi  |  |
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**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 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.

The General Terms and Conditions of Contract (Consultants) are [**ATTACHED**](https://unicef.sharepoint.com/sites/DHR/DocumentLibrary1/Forms/AllItems.aspx?id=%2Fsites%2FDHR%2FDocumentLibrary1%2FTalent%20Acquisition%2FConsultant%20and%20Individual%20Contractor%20CoE%2FHRD%20GTCs%20consultants%2Epdf&parent=%2Fsites%2FDHR%2FDocumentLibrary1%2FTalent%20Acquisition%2FConsultant%20and%20Individual%20Contractor%20CoE) ***(please attach the GTCs while advertising or sharing the TOR with candidates).***