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| **Title:** Yunitok Manager | | **Funding Code**  SM200841 | | **Type of engagement**  Consultant  Individual Contractor | | | **Duty Station:**  Nairobi |
| **Purpose of Activity/Assignment:**  The objective of the assignment is to support the youth engagement platform Yunitok (also known as U-Report), Youth Agency Market Place (YOMA) and other youth engagement initiatives. | | | | | | | |
| **Introduction**  UNICEF Kenya is working on several initiatives to engage young people, give them opportunities to raise their voice on issues that affect them and gain the skills and opportunities they need to succeed in the future workplace. This role will begin by managing and growing the new Yunitok platform, which gives young people the opportunity to take part in mobile-based opinion polls, before moving on to other youth engagement initiatives.  Generation Unlimited (GenU) is a multi-sectoral partnership established in 2018 to ensure that every young person aged 10-24 is either in education, acquiring skills training, or employment by 2030. In Kenya, the partnership was officially launched in August 2020 and brings together the private sector, governments, international and local organizations – and young people – to identify and scale the best solutions for three major challenges: access to secondary age education, acquisition of employability skills, access to employment opportunities and empowerment.  UNICEF KCO has been driving specific frontier initiatives to accelerate results for young people as defined by the bold ambitions of GenU in Kenya. These initiatives include U-Report branded as **Yunitok** in Kenya, and the regional initiative **Youth Agency Market Place (YOMA).**  **Yunitok** is a free messaging platform available on **SMS, Facebook Messenger & WhatsApp** where young people take part in regular opinion polls on youth issues and receive information on issues they care about. This is complemented by YOMA – a digital platform that connects young people to personalized training and enables them to be drivers of change through community service and impact tasks. The Yunitok platform is fully functional, including the public-facing dashboard/website – available on <http://www.yunitok.in>.  Yunitok was launched in Kenya in early 2021 and led by the State Department for Youth Affairs and UNICEF. A national steering committee (NSC) is implementing the Yunitok country strategy and guiding the engagement calendar. The NSC is made up of multiple stakeholders and partners, including – the State Department for Youth Affairs, Ministry of Education, GenU Kenya Secretariat, National Youth Council, Youth Enterprise Development Fund, Kenya Girl Girls Association, Kenya Scouts Association, UN Women, FAO, UNFPA, Plan International, and UNICEF as co-chair and secretariat. NSC has committed to scaling the Yunitok platform to reach 1,000,000 young people by 2024.  **Youth Agency Market Place (YOMA)** is a digital marketplace for youth to build and transform their futures by actively engaging in social impact tasks and learning & earning opportunities. The platform is set up to link young people with opportunities offered by various partners, such as private enterprises and educational institutions. The platform is ongoing work further adapt it to fit the Kenya context as well as forging private sector partnerships for earning opportunities.  **Activities, Tasks, Outputs and Deliverables**  Under the general guidance and supervision of the Innovation Manager and the Chief of Advocacy and Partnership, the individual contractor has the following key functions/accountabilities:  Priority activities for the first six months:   * **Yunitok (U-Report) -** Provide technical support to the Yunitok initiative in Kenya to deliver on young people's engagement, participation, and empowerment specifically:   + Lead an internal project team comprising colleagues from Innovation (working on the platform functionality), Communication, Advocacy and Partnerships or CAP (working on marketing and partnerships, including with TelCos) and Communication for Development or C4D (working on the opinion poll calendar and questions)   + Review the Yunitok country strategy, including identifying new/innovative strategies and support the scaling strategies to boost accelerated enrolment on the platform. Coordinate with CAP on marketing through social media and SMS.   + Provide day-to-day management of the Yunitok/Rapidpro platform and ensure error-free operation, with support from the Innovation team. This includes updating the Yunitok web dashboard with published poll results and engagement stories and pictures.   + Manage the Yunitok social media channels, with support from the Digital Officer in CAP.   + Conduct polling on Yunitok and plan life-saving information dissemination on the platform. This entails organizing the polls and messages (in coordination with C4D and external partners)   + Provide data analysis of information negated from polls and prepare concise poll results with visuals to communicate results to key stakeholders, including NSC.   + Support wide dissemination of results from polls with NSC, UNICEF, UN partners, Stakeholders, media and young people, in coordination with the CAP team.   + Develop Yunitok sustainability plan and lead the necessary adaptation of Yunitok.   + Organize Yunitok virtual events and identify compelling stories from Yunitokers for documentation.   + Organize monthly internal project teams meeting to keep colleagues informed and the project on track.   Additional activities:   * **Youth Agency Market Place (YOMA) -** Provide technical to the YOMA initiative in Kenya to deliver on young people’s empowerment specifically:   + Identify and implement strategies for promoting YOMA with young people, including promoting YOMA resources to young people on Yunitok and other networks.   + Provide management of the YOMA platform, including enrolling partners and supporting user registrations.   + Managing suite of trainings and mentorship opportunities available on the platform. This includes identifying and adding new training and self-development opportunities on YOMA.   + Support the development of impact tasks and community service activities on YOMA. This includes proposing validation strategies, validating the completion of activities and documenting lessons.   + Support the assignment of incentives on the platform, including vouchers for airtime/data, access to premium trainings, personalized mentorship, virtual events and others.   **Other youth engagement**   * Work with the C4D team on youth volunteering, including through the African Union volunteers programme * Conduct or support other youth engagement work, as required by the office.   **EXPECTED RESULTS**  **Yunitok**   * Yunitok country strategy with innovative strategies for boosting scaling, engagement and participation of young people in place. * Yunitok platform run error-free, and the public dashboard updated bi-monthly. * Weekly dissemination of information and or polls to Yunitok. * Results of polls analyzed promptly (3 days after poll) and presentations prepared for NSC and others (Monthly). * Wide dissemination of polls and results on social media, networks and other channels. * Yunitok sustainability plan in place. * Yunitok virtual events convened, and compelling stories were documented. * At least 200,000 users were recruited to the Yunitok platform after one year.   **YOMA**   * YOMA scaling strategy in place. * New partners enrolled on YOMA (5 partners) and users supported registering (target 1,000). * Training resources availed/linked to YOMA and promoted on Yunitok. * Impact tasks and community service validated on YOMA.   **Youth engagement**  Indicators to measure effectiveness**:**   * The number of adolescents 10-19 and young people 20-24 enrolled in the Yunitok platform every month. * The number of campaigns developed and rolled out through Yunitok. * The number of reports, fundraising proposals and web stories submitted on time. * % of adolescents and young people improving at least by 30% their level of knowledge on themes identified (using the initial questionnaire submitted to all users as baseline)   **Management and Supervision:**  Under the supervision of the Innovation Manager, with joint reporting to the Chief of Communication, Advocacy and Partnership, the individual consultant will work in close collaboration with all the Yunitok partners to produce reports, polls and managing the Yunitok platform (Rapid Pro and Partners Page).  The consultant will also liaise internally with the Innovation Manager and the T4D task force members participating in the T4D monthly meetings and providing inputs as required.  The consultant will also liaise with the Global Innovation unit, the ESARO Innovation Lab and the LTA U-Report company Weni to supervise Rapid Pro 2.0, participating in regular "global innovations calls" and ad-hoc skype sessions. | | | | | | | |
| **Budget Year:** | **Requesting Section/Issuing Office:** | | | **Reasons why consultancy cannot be done by staff:**  *This role will support new youth engagement initiatives that require dedicated support and focus for efficient delivery. Staff will play a supervisory and strategic role.* | | | |
| *2021* | Innovation and CAP | | |
| **Included in Annual/Rolling Workplan***:*  Yes  No, please justify:  *This was included in the annual work plan for Yunitok and YOMA funding proposals and included in the section plan for consultancies.* | | | | | | | |
| **Consultant sourcing:**  National  International  Both  **Consultant selection method:**  Competitive Selection (Roster)  Competitive Selection (Advertisement/Desk Review/Interview) | | | | | | **Request for:**  New SSA  Extension/ Amendment | |
| **If Extension, Justification for extension:** | | | | | |  | |
| **Supervisor:**  The Consultant will report directly to the Innovation Manager, with joint reporting to the Chief of Communication, Advocacy and Partnership for Yunitok. | | | **Start Date:**  15 Aug 2021 | | **End Date:**  15 July 2022 | | **Number of Days (working)**  220 working days |

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| |  |  |  |  | | --- | --- | --- | --- | | **Deliverable** | **Duration** | **Timeline/Deadline** | **Payment schedule** | | ***Deliverable 1:***  Monthly work plan for month 1 | 2 weeks  (10 days) | Sept 1 2021 | 5% | | ***Deliverable 2:***  A monthly report describing the status of the Yunitok implementation comprehensive of:   * Technical updates and implementation of new features; * Monitoring of reach and use from Yunitok users; * Data analysis disaggregated by topics of discussions, gender, age and location extracted from the Partners Page; * Monthly SMS campaigns to be sent through the Yunitok platform; * Draft monthly report for the State Department of Youth Affairs and other Steering Committee members that will show monthly updates on Yunitok polls; and * Develop YOMA scaling strategy * Monthly work plan for month 2. | 1 month (30 days) | End of month 1 | 10% | | ***Deliverable 3:***  A monthly report describing the status of the Yunitok implementation comprehensive of:   * Technical updates and implementation of new features; * Monitoring of reach and use from Yunitok users; * Data analysis disaggregated by topics of discussions, gender, age and location extracted from the Partners Page; * Monthly SMS campaigns to be sent through the Yunitok platform; * Draft monthly report for the State Department of Youth Affairs and other Steering Committee members that will show monthly updates on Yunitok polls; and * Enroll new partners onto YOMA and support registration of new members. * Monthly work plan for month 3 | 1 month  (30 days) | End of month 3 | 15% | | *Deliverable 4:*  A monthly report describing the status of the Yunitok implementation comprehensive of:   * Technical updates and implementation of Technical updates and implementation of new features; * Monitoring of reach and use from Yunitok users; * Data analysis disaggregated by topics of discussions, gender, age and location extracted from the Partners page; * Monthly SMS campaigns to be sent through the Yunitok platform; * Draft monthly report for the State Department of Youth Affairs and other Steering Committee members that will show monthly updates on Yunitok polls; and * Upload new training opportunities to YOMA. * Monthly work plan for month 4. | 1 month  (30 days) | End of month 5 | 15% | | *Deliverable 5:*  A monthly report describing the status of the Yunitok implementation comprehensive of:   * Technical updates and implementation of new features; * Monitoring of reach and use from Yunitok users; * Data analysis disaggregated by topics of discussions, gender, age and location extracted from the Partners Page; * Monthly SMS campaigns to be sent through the Yunitok platform; * Draft monthly report for the State Department of Youth Affairs and other Steering Committee members that will show monthly updates on Yunitok polls; * Promote impact tasks and challenges on YOMA; and * Monthly work plan for month 5. | 1 month  (30 days) | End of month 7 | 15% | | *Deliverable 6:*  A monthly report describing the status of the Yunitok implementation comprehensive of:   * Technical updates and implementation of new features; * Monitoring of reach and use from Yunitok users; * Data analysis disaggregated by topics of discussions, gender, age and location extracted from the Partners Page; * Monthly SMS campaigns to be sent through the Yunitok platform; * Draft monthly report for the State Department of Youth Affairs and other Steering Committee members that will show monthly updates on Yunitok polls; * Validate impact tasks and community service on YOMA; and * Monthly work plan for month 6. | 1 month  (30 days) | End of month 9 | 15% | | *Deliverable 7:*  A monthly report describing the status of the Yunitok implementation comprehensive of:   * Technical updates and implementation of new features; * Monitoring of reach and use from Yunitok users; * Data analysis disaggregated by topics of discussions, gender, age and location extracted from the Partners Page; * Monthly SMS campaigns to be sent through the Yunitok platform; * Draft monthly report for the State Department of Youth Affairs and other Steering Committee members that will show monthly updates on Yunitok polls; and * Monthly work plan for month 7. | 1 month  (30 days) | End of month 11 | 15% | | | | |
| **Estimated Consultancy fee** |  |  |  |
| Travel International (if applicable) |  |  | 0 |
| Travel Local (please include travel plan) |  |  |  |
| DSA (if applicable) |  |  | 0 |
| **Total estimated consultancy costs[[1]](#endnote-2)** |  |  |  |
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| **Minimum Qualifications required:** | **Knowledge/Expertise/Skills required:** | | |
| Bachelors  Masters  PhD  Other  **Enter Disciplines:**  Advanced university degree in one of the disciplines relevant to the following areas:  Journalism, Mass Communication, International Relations, Social Sciences or Marketing. | * A minimum of seven (7) years of professional experience in a relevant field such as IT, Communications, International Relations, Sociology, or related field. * Experience in partnership development, youth engagement and youth outreach and advocacy. * Demonstrated expertise in conceptualizing , planning and executing ideas as well as transfer of knowledge and skills. * Previous working experience with U-Report (Rapid Pro and Partners Page). * Experience with a high-level communications campaign across multiple mediums, with national brand recognition. * Expertise in social media platforms, preparing brochures, newsletter, fact sheets, research analysis, feature stories, social media engagement content and online communication Experience giving user-based feedback to the development of software applications. * Understanding of community-based channels of influence, community-based communication, and development. * Experience working with community-based organizations. * Experience with monitoring and evaluation of projects with multi-partner engagement. * Excellent written and oral communication skills, including an ability to write succinctly and clearly. * Fluency in English and Kiswahili is required, strong written and verbal competency is necessary. | | |
| **Administrative details:**  Visa assistance required:  Transportation arranged by the office: | Home Based  Office Based:  If office-based, seating arrangement identified:  IT and Communication equipment required:  Internet access required:  The role will be primarily home based with few visits to the office and partners for meetings. | | |
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1. Costs indicated are estimated. Final rate shall follow the “best value for money” principle, i.e., achieving the desired outcome at the lowest possible fee. Consultants will be asked to stipulate all-inclusive fees, including lump sum travel and subsistence costs, as applicable.

   Payment of professional fees will be based on submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

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