

## TERMS OF REFERENCE

**Individual Consultant: Communications and Marketing, YuWaah (open to National Consultants only)**

**Duty Station:** New Delhi (home based)

**Contract Duration:** 12 months

**Closing Date:** 18 October 2024

### **1. BACKGROUND AND PURPOSE**

In recent years, UNICEF's efforts to address the unique needs of young people have gained significant momentum as the challenges they face become more evident. UNICEF is committed to delivering for all children and adolescents, focusing on its overarching goal of 'realizing the rights of every child, especially the most disadvantaged.' Building on its work with and for adolescents, UNICEF's Generation Unlimited (Known as YuWaah in India) is dedicated to expanding opportunities for young people aged 10 to 29 years.

Since its inception in November 2019, YuWaah has forged alliances with a diverse array of stakeholders, including the Government, civil society, UN and other international organizations, the corporate sector, and, importantly, young people themselves. It provides a platform for the exchange of ideas, dissemination of existing employment, skilling and learning initiatives, youth engagement, and the amplification of youth aspirations, choices, and unmet needs.

UNICEF YuWaah in India aims to empower young people through education, skilling, and employment opportunities. Effective communication and marketing are crucial to amplifying the impact of YuWaah's programs and reaching Public-Private-Youth stakeholders.

Effective communications and marketing are critical to not only enhance the visibility of YuWaah but also to deepen stakeholder engagement and strengthen UNICEF's overall advocacy efforts to support youth agenda.

This role sits at the intersection of Program-Partnerships-Youth Engagement, ensuring cohesive messaging and strategic outreach. By building a strong brand presence and fostering robust partnerships, marketing efforts amplify YuWaah's impact, drive program success, and engage key stakeholders, including government entities, private sector, and young people.

### **2. OBJECTIVES**

- Support effective implementation of communications and marketing strategy for YuWaah.
- Enhance the visibility and reach of YuWaah's programs through various channels.
- Help in gathering of human-interest stories and support impact storytelling with public-private-youth partners
- Support partnership efforts through targeted marketing campaigns.
- Support in organizing high-level convenings

By fulfilling these objectives, the Communications and Marketing Consultant will play a pivotal role in advancing YuWaah’s mission and enhancing its impact through strategic communication and stakeholder engagement.

### 3. MAJOR TASKS AND ACTIVITIES TO BE ACCOMPLISHED

Work Assignments Overview (Include Major Tasks and Activities)	Deliverables/ Outputs	Timeline/ Submission
<p>Support Implementation of Communications, Marketing, and Advocacy Strategy: Development of one year for enabling communications and marketing activities, with a focus on partner as well as adolescent and youth engagement. Plan should contain:</p> <ul style="list-style-type: none"> <li>- Stakeholder mapping and key messages</li> <li>- Key activities and timelines</li> <li>- Outcome indicators</li> <li>- Plan to grow engagement and followers</li> </ul>	<p>Presentation capturing the Communications and Marketing plan for YuWaah for FY 2024-25</p>	<p>30th January 2025</p>
<p>Facilitate and support execution of 12 national consultations/convenings (~1 per month)</p>	<p>Agenda for the event, event marketing plan, outcome report after each event</p>	<p>Monthly</p>
<p>Assist in development of communication and marketing collaterals such as creatives, content, emailers, newsletter, videos, human interest stories, press releases, opeds etc. Co-ordinate with relevant stakeholders such as graphic designers, video editors, program teams etc. to ensure smooth briefing and creative outputs</p>	<p>1 Social Media Content Calendar per month</p>	<p>Monthly</p>
	<p>5 pages of long form content – 3 per month (~300 words per page)</p>	<p>Monthly</p>
	<p>5 human interest stories documented per month</p>	<p>Monthly</p>
	<p>2 media articles/ press releases drafted per month</p>	<p>Monthly</p>
	<p>2 newsletters drafted and disseminated per month</p>	<p>Monthly</p>
	<p>20 social media captions per month</p>	<p>Monthly</p>

Collating resource package for ministries, private sector partners, adolescents, and young people to use for marketing campaigns. (Every two months)	Comprehensive resource package (social media creatives, captions, hashtags etc.) creation for partners	30th Jan '25 30th Mar '25 30th May '25 30th Jul '25 30th Sep '25 30th Nov '25
Facilitate establishment of partnerships with influencers/ media houses/ new age digital channels etc. (6 partnerships)	Report with partnership confirmations	30th Jan '25 30th Mar '25 30th May '25 30th Jul '25 30th Sep '25 30th Nov '25
Support development of Digital Marketing/ Performance Marketing Campaign plans for YuWaah's digital products such as YouthHub. Provide monitoring and reporting support for performance marketing campaigns (6 campaigns annually).	Campaign report with analysis and insights	30th Jan '25 30th Mar '25 30th May '25 30th Jul '25 30th Sep '25 30th Nov '25

#### 4. DUTY STATION

New Delhi (home-based)

#### 5. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

Four air travel trips of 2 days each (4 states) and 2 district travel for 2 days each, total 12 days of travel.

#### 6. ESTIMATED DURATION OF CONTRACT

12 months, from 15<sup>th</sup> November 2024 to 15<sup>th</sup> November 2025.

#### 7. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

**Qualification:**

Education:

Masters in relevant fields such as Business Administration, Marketing, Public Relations, Communication, Journalism etc.

- 5-7 years of progressively responsible and relevant professional work experience in communications, marketing, digital marketing, and/or advocacy and public affairs with integrated communications agencies or in-house brand/PR teams is required.
- Demonstrated ability and experience in project management, working with multiple external agencies and internal stakeholders, forging partnerships, and knowledge of marketing landscape is strongly preferred.
- Experience in creating integrated brand marketing campaigns (including PR, digital marketing, brand marketing, performance marketing, design, videos, partnerships, etc.)
- Fluency in English & Hindi is required.

**8. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)**

Technical and Financial ratio is 75:25 (technical proposal-75 points and financial proposal-25 points)

<b>S. No.</b>	<b>Evaluation Criteria</b>	<b>Max. Marks</b>	<b>Min. Marks</b>
1.	<b>Relevant experience:</b>  CV should demonstrate 5- 7 years of progressively responsible and relevant professional work experience in communications, marketing, digital marketing, and/or advocacy and public affairs with integrated communications agencies or in-house brand/PR teams is required.	<b>15</b>	<b>35</b>
2.	<b>Cover Letter:</b> Demonstrated ability in project management, working with multiple external agencies and internal stakeholders, partnerships, problem-solving, agility, and knowledge of marketing landscape is strongly preferred. Should have experience in creating integrated brand marketing campaigns (including PR, digital marketing, brand marketing, performance marketing, design, videos, partnerships, etc.). Cite at least 3 examples to demonstrate this experience in the cover letter.	<b>35</b>	
	<b>Sub-Total</b>	<b>50</b>	
3.	<b>Interview</b>	<b>25</b>	<b>n/a</b>
	<b>Total</b>	<b>75</b>	<b>56</b>

**Note:** Applicants scoring 35 marks (out of 50) will be called for interview. Qualifying score in technical evaluation is 56 out of 75 marks.

## 9. PAYMENT SCHEDULE

Payment will be made on submission and acceptance of 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.

## 10. IMPORTANT NOTES

- 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 health insurance (and visa if applicable) 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.

## **HOW TO APPLY:**

The application to be submitted through the online portal and must contain three separate attachments, as follows:

1. A cover letter (max 2 pages) outlining understanding of the scope and activities, motivation to undertake it and demonstrating fit for the assignment **(to be uploaded online under “Cover Letter” tab)**
2. An updated CV demonstrating all requirements stated above **(to be uploaded online under “Resume” tab)**
3. A financial proposal indicating all-inclusive amount (professional fee + travel cost as applicable) against each of the deliverable, as per the template attached. Please do not forget to specify your name in the file while saving **(to be uploaded online under “Financial Proposal” tab).**

**Important Note:** Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

**Without all the above 03 documents, your application will be considered incomplete and invalid and will not be considered further.**

- Any attempt to unduly influence UNICEF's selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.

**For any clarifications, please contact:**

UNICEF

Supply & Procurement Section,

73, Lodi Estate,

New Delhi 110003

Email: [indconsultants@unicef.org](mailto:indconsultants@unicef.org)