

Terms of Reference

Youth Engagement Consultant

Contract modality: Consultant contract ☐ or Individual Contractor ☒

Section: External Communication

Duty station: [Phnom Penh, Cambodia] ☒ , home-based ☐ , or hybrid ☐

Duration: 11.5 months, 1 July 2022 – 14 June 2023

1. Background

Around 65 per cent of Cambodia's population is under 30 years old, making Cambodia one of the youngest nations in the region and the world. Young people possess an extraordinary potential to contribute to transforming economic and social outcomes, reducing inequality, and building inclusive, prosperous, and sustainable societies. However, to do so, they need the right skills and opportunities to realize their full potential, create positive change, and influence leaders and decision-makers.

In August 2021, UNICEF Cambodia launched [Generation Future \(GF\)](#) with one goal in mind – to help young people build their futures and fulfill their potential. The pilot sought to back young people with original ideas to create positive social change through training, personalized mentorship, and seed funding to bring these ideas to reality. During the pilot, the 11 mentors spent 160 hours with their 13 mentees over a 12-week period, equipping them with the confidence and capacity to develop their projects, recruit volunteers, increase their audiences, and expand their networks of supporters.

In 2022, Generation Future will aim to reach more Cambodian youth, providing them with the skills, confidence, and platforms to address issues that impact them, engage decision-makers, and access stable employment opportunities. Maintaining the same one-on-one model to provide holistic and tailored support to each mentee, Generation Future will be scaled up by expanding mentees' networks and helping them increase the number of volunteers joining their teams and participate in their initiatives. To achieve this goal, Generation Future will tap into existing youth-based networks and programmers, and work closely with various ministries and development partners and create co-design opportunities at various levels.

2. Purpose

UNICEF Cambodia is looking for **a youth engagement consultant** to lead the implementation, coordination, and evaluation of the 2022 Generation Future, supporting its vision as highlighted above.

Under the general guidance of the Chief of Communication, this role is responsible for coordinating all aspects of the GF's young people capacity-building aspects, identifying and onboarding mentors, supporting the planning and execution of GF mentees' initiatives, supporting partner outreach and coordination, and developing the final evaluation report of the initiative.

The time frame for this assignment is from 1 July 2022 to 15 June 2023 (11.5 months). In addition, this role will oversee the communication plans in support of Generation Future, including preparations for World Children's Day (20 November).

3. Work Assignment

1. Develop a detailed work plan for implementing the GF 2022 based on the existing concept note, goals, objectives, and structure.
2. Coordinate the implementation and management of the initiative, including matching young people with relevant mentors, supporting mentees' projects, problem-solving where required, and communicating with partners.

3. Coordinate with UNICEF's Child Protection, Education, Private Sector Engagement, and T4D focal points to ensure that joint activities with the Adolescent and Youth Reference Group (AYRG) and Local Life Skills (LLS) are implemented as planned. Build joined work plans with specific deliverables, timelines, and roles and responsibilities.
4. Work closely with development partners to ensure their effective participation in the co-design, mentorship, and public engagement opportunities. Create formal and informal opportunities for engagement between partners and GF mentees.
5. Coordinate the activities of the Generation Future Champions group, and provide timely information support to partners.
6. Identify and onboard appropriate partner organizations and mentors, including influencers, journalists, activists, socially conscious artists, social entrepreneurs, and past UNICEF staff, representatives, and ambassadors.
7. Oversee the GF communication plans, and provide leadership to GF mentors to get traction and visibility for their campaigns and initiatives.
8. Develop a robust monitoring and evaluation plan and feedback mechanism to gather insights from partners and young people, and share notable updates with relevant programme teams.
9. Develop the concept note for World Children's Day (20 November) and oversee its implementation, including securing vendors, creative agencies, and other needed talent.
10. Develop a final report based on the project evaluation, focusing on achievements, lessons learned, and recommendations for expanding and scaling the project for the Future.
11. Provide timely information to regional and global teams on the GF initiative.

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. Child Safeguarding

Is this project/assignment considered an "[Elevated Risk Role](#)" from a child safeguarding perspective?

☐ YES ☒ NO

If YES, check all that apply:

- **Direct contact role** ☐ YES ☒ NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children or work in their immediate physical proximity, with limited supervision by a more senior member of personnel:

- **Child data role** ☐ YES ☒ NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

5. Qualifications or Specialized Knowledge/Experience Required

Qualifications and Experience

Given the nature of this work, the applicant must be aged between 18 and 32 years at the time of applying.

- Master's Degree in social science, international development, international affairs, or communication.
- At least three years of relevant experience in working with young people, including leading youth-focused start-ups, upshift, and community engagement projects
- Experience in community mobilization, coordination, and facilitation
- Knowledge of youth networks and organizations in Cambodia and understanding of Cambodia and its development context
- Experience working with a variety of stakeholders, especially young people, volunteers, influencers, activists, and private sector partners
- Experience in capacity building initiatives for young people or mentoring programmes
- Knowledge of effective monitoring and evaluation practices
- Experience working with UNICEF or other development organizations is a plus

Knowledge and Skills

- Proven skills in communication, networking, strategic thinking, advocacy, negotiation, and ability to relate to a young audience
- Proven ability to conceptualize, plan and execute ideas as well as transfer knowledge and skills.
- Skillful in Facebook tactics, knowledge of using social media for youth engagement
- Familiarity with mobile and web communication technology, messaging software, or U-report would be an asset
- Microsoft Window Applications (Doc, PowerPoint, Excel, etc.)
- Knowledge of Email, Internet, Office appliances (scanner, copier)

Competencies

- Strong communicator with excellent interpersonal skills and the ability to nurture relationships with stakeholders
- Outstanding skills in organization and coordination with a strong drive for results
- Initiative, passion and commitment to UNICEF's mission

Languages

- Fluent in English, able to 'de-jargon' technical language for a wider audience
- Ability to communicate in Khmer is desirable.

6. Location

The consultancy is full time and office-based in Phnom Penh.

7. Duration

The estimated duration of this agreement is two hundred and forty (240) working days (11.5) between 1 July 2022 to 14 June 2023.

8. Deliverables

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

<i>Deliverables and descriptions</i>	<i>Estimated Number of working days (As per Office working Days)</i>	<i>Due date</i>
1. Develop a detailed work plan for the implementation of the GF 2022, based on the exiting concept note, already defined goals and objectives and initiative's structure.	21	29 July 2022
2. Coordinate the implementation and manage all aspects of the initiative, including communication with partners, matching young people with relevant mentors, and providing support with creative ideas and problem-solving where required.	21	29 August 2022
3. Coordinate with UNICEF's Child Protection, Education, Private Sector Engagement and T4D focal points to ensure that joint activities with the Adolescent and Youth Reference Group (AYRG) and Local Life Skills (LLS), are implemented as planned. Build joined workplans, with specific deliverables, timelines and roles and responsibilities.	21	29 September 2022
4. Work closely with development partners participating in the initiative to ensure their effective participation in the co-design, mentorship and public engagement processes and opportunities. Create formal and informal opportunities of engagement between partners and GF mentees.	21	29 October 2022
5. Coordinate the activities of the Generation Future Champions group, and provide timely information support to partners.	21	29 November 2022
6. Identify and onboard appropriate partner organisations and mentors, including influencers, journalists, activists, socially conscious artists, social entrepreneurs, and past UNICEF staff, representatives and ambassadors.	21	29 December 2022
7. Oversee the GF communication plans, and provide leadership to GF mentors get traction and visibility for their campaigns and initiatives.	21	29 January 2023
8. Develop a robust monitoring and evaluation plan and feedback mechanism to gather insights from partners and young people, and share notable updates with relevant programme teams.	21	28 February 2023
9. Develop the concept note for the World Children's Day (20 November) and oversee its implementation, including securing vendors, creative agencies and other needed talent.	21	29 March 2023
10. 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.	21	29 April 2023

Provide timely information to RO and HQ channels on UNICEF Cambodia initiative.		
11. Develop a detailed work plan for the implementation of the GF 2022, based on the exiting concept note, already defined goals and objectives and initiative's structure	30	14 June 2023
Total number of working days	240 working days	

1. Reporting Requirements

All the deliverable's achievements have been shown in a monthly progress report **at least 2 pages in a word file document**, and work plan, concept note, monitoring and evaluation plan/feedback, and final report have been produced in a 3 – 10 pages word file document.

2. Payment Schedule linked to 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.*

- 9% upon satisfactory completion of deliverable 1
- 9% upon satisfactory completion of deliverable 2
- 9% upon satisfactory completion of deliverable 3
- 9% upon satisfactory completion of deliverable 4
- 9% upon satisfactory completion of deliverable 5
- 9% upon satisfactory completion of deliverable 6
- 9% upon satisfactory completion of deliverable 7
- 9% upon satisfactory completion of deliverable 8
- 9% upon satisfactory completion of deliverable 9
- 9% upon satisfactory completion of deliverable 10
- 10% upon satisfactory completion of deliverable 11

3. Administrative Issues

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

This assignment is office-based, following relevant guidelines regarding COVID-19 prevention and protection and UNICEF's flexible working arrangements.

4. The Paid Time Off (PTO)

The Paid Time Off (PTO) benefits apply to individual contractor and consultants who work on time-based contracts on an ongoing and full-time basis with a minimum contract duration of one calendar month (hereafter the "individual Contract").

Entitlement: The individual contractor will receive PTO credit at the rate of one-and half days (1.5 days) for each full month of service, to be credited on the last calendar day of the month, and up to 17 days for a maximum of 11.5 months contract.

Utilization: PTO may be taken in units of days and half days. In calculating the PTO to be charged, any absence of more than two hours but less than four hours (excluding lunch hour) is counted as half days; similarly, any absence of more than four hours (excluding lunch hour) is counted as one day.

Unused Paid Time Off: PTO is a benefit that must be used during the time of the contract. Any unused PTO cannot be carried to future contract and any accumulated PTO will be forfeited at the end of the contract.

5. Contract supervisor

Chief of Communication, UNICEF Cambodia

6. Nature of 'Penalty Clause' to be Stipulated in Contract

Unsatisfactory performance: In case of unsatisfactory performance the contract will be terminated by notification letter sent five (5) business days prior to the termination date in the case of contracts for a total period of less than two (2) months, and ten (10) business days prior to the termination date in the case of contracts for a longer period

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

7. Submission of applications

Interested candidates are kindly requested to apply and upload the following documents:

- Letter of Interest (cover letter)
- CV or Resume
- Performance evaluation reports or references of similar consultancy assignments
- Financial proposal: All-inclusive lump-sum cost including:
 - Consultancy daily/monthly fee
 - International travel to/from Cambodia (if applicable). The travel cost shall be based on the most direct and economy fare
 - In-country travel for xx days, per-diem to cover lodging, meals and any other cost associated to take over the full assignment
 - Medical insurance (health and accidental death, medical evacuation) for the entire duration of the contract.

Note: In-country travel is not required for this position, however, the contract will be amended if any business travel is needed.

8. Assessment Criteria

A two-stage procedure shall be utilised in evaluating proposals, where the evaluation of the technical proposal will be completed prior to any price proposal being reviewed and compared.

The Cumulative Analysis Method (weight combined score method) will be used for evaluation and selection in this process.

- 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. understanding, methodology) (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 opened /evaluated and compared among those technical qualified candidates who have attained a minimum 70 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 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.