

### TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title	Funding Code	Type of engagement	Duty Station:
National Consultant: Communication & Youth Engagement Consultant	FR No. 1000037965	<input checked="" type="checkbox"/> Individual Consultant <input type="checkbox"/> Individual Contractor Part-Time* <input type="checkbox"/> Individual Contractor Full-Time *	Vientiane, Lao PDR
<p><b>Purpose of Activity/Assignment:</b></p> <p>The incumbent will support the Communication Section to implement the Country Office Advocacy and Communication Strategy with a focus on supporting advocacy work, with a focus on Adolescent Development and Participation (ADAP). Particularly, the incumbent will support in Media Coordination, Public Relations, and Speech Writing, as well as assist in coordination with the Youth Development portfolio.</p> <p>Under the supervision of the Chief of Communication, the incumbent of the post will contribute to the strengthening of UNICEF's Advocacy and Communication Strategy and Youth Development Strategy in Lao PDR in order to achieve better results for vulnerable children and women.</p>			
<p><b>Scope of Work:</b></p> <p>The National Communication Consultant will be responsible for supporting UNICEF Lao PDR's communication and advocacy work related to the Youth Development portfolio. Specifically, the consultant will work under the guidance and supervision of the Communication Specialist to coordinate and implement UNICEF Lao PDR's media and public relations activities, develop communication products such as speeches, and support in the coordination of Youth Development programmes.</p> <p>Main Tasks and Responsibilities:</p> <p>The National Communication Consultant will be responsible for:</p> <ol style="list-style-type: none"> <li>1. <b>Media Coordination:</b> <ul style="list-style-type: none"> <li>• Coordinate with the Communication Specialist to develop and implement a media strategy to maximize the visibility of UNICEF Lao PDR's work relating to the Youth Development portfolio and Immunization programme work, Vroom and Parenting package promotion, and USAID and Australian funded programmes.</li> <li>• Support with press conferences, interviews, and media events to promote UNICEF's work relating to Youth Development.</li> <li>• Ensure the quality of all media materials produced for distribution, including press releases, photos, and radio and creating content highlighting support from key donors such as Government of Australia, Luxembourg, Bezos Family Foundation, USAID, GAVI and EU.</li> </ul> </li> <li>2. <b>Public Relations:</b> <ul style="list-style-type: none"> <li>• Develop and execute a public relations strategy designed to raise awareness and understanding of UNICEF Lao PDR's work relating to Youth Development, immunization, UN Joint Programme with Luxembourg and Parenting programmes. .</li> <li>• Serve as a spokesperson for UNICEF Lao PDR at events as needed, and liaison with external stakeholders to communicate UNICEF's position and views.</li> </ul> </li> </ol>			

- Ensure that public-facing materials, including communication materials, publications, and web content, illustrate UNICEF's commitment to assisting children and their families.

**3. Youth Development:**

- Support the office with roll out of the Youth Advocacy Guide / Youth Champions initiative
- Support with the implementation of the UpShift bootcamps and roll out
- Liaise with Lao Youth Union and other partners on relevant youth initiatives
- Contribute to the development of a Youth engagement/Green Rising plan

**4. Coordination Support:**

- Contribute to the coordination of UNICEF Lao PDR's Youth Development programmes.
- Identify opportunities to collaborate with other programs within UNICEF Lao PDR and partner organizations.
- Assist in planning and organizing events and meetings.
- Provide support to the Youth Development team as needed.

**Child Safeguarding**

Is this project/assignment considered as "[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 immediately physical proximity, with limited supervision by a more senior member of personnel:

5 hours per month for youth engagement activities (with UNICEF and Government staff in public events and consultations)

**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):

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

<b>Budget Year:</b> 2024-2025	<b>Requesting Section/Issuing Office:</b> Communications & Advocacy	<b>Reasons why consultancy cannot be done by staff:</b> No writing capacity (Eng and Lao) and experience in Youth Engagement/Coordination in team
<b>Included in Annual/Rolling Workplan:</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No, please justify:		
<b>Consultant sourcing:</b> <input checked="" type="checkbox"/> National <input type="checkbox"/> International <input type="checkbox"/> Both  <b>Competitive Selection:</b> <input type="checkbox"/> Advertisement <input type="checkbox"/> <input type="checkbox"/> Roster  <b>Single Source Selection</b> <input type="checkbox"/> (Emergency - Director's approval)		<b>Request for:</b> <input checked="" type="checkbox"/> New SSA – Individual Contract  <input type="checkbox"/> Extension/ Amendment
<b>If Extension, Justification for extension:</b>		
<b>Supervisor:</b> Chief of Communications and Advocacy	<b>Start Date:</b> 01/10/2024	<b>End Date:</b> 31/09/2024 Duration: 12 months

Work Assignments Overview	Deliverables/Outputs	Delivery deadline
Lead on the expansion of the Youth Advocacy Guide/Youth Champions initiative	<ul style="list-style-type: none"> <li>- Plan and lead on expansion strategy, including phase II of Youth Champions</li> <li>- Support youth with training and further rollout of the YAG</li> <li>- Support with coordination and monitoring of events and activities</li> </ul>	January 2025
Support with UpSHIFT rollout + integration with YAG	<ul style="list-style-type: none"> <li>- Coordinate with education team and XMT to ensure synergies between UpSHIFT and other youth engagement activities, namely YAG</li> </ul>	February 2025

	<ul style="list-style-type: none"> <li>- Coordination with Lao Youth Union to ensure full government buy-in</li> <li>- Capture stories and content from activities</li> </ul>	
Support the development of a UNICEF Lao ADAP strategy to raise awareness and understanding of UNICEF Lao PDR's work relating to Youth Development.	<ul style="list-style-type: none"> <li>- A youth engagement plan including onboarding of youth advocates in coordination with programme sections</li> </ul>	March 2025
Write speeches, talking points, and other communication materials for senior leadership and other UNICEF representatives, ensuring that communication is clear, concise, and persuasive.	<ul style="list-style-type: none"> <li>- Briefings, talking points, key message documents crafted for different audiences to be used by UNICEF representatives</li> <li>- Ensure regular mentions of UNICEF in media as well as regular donor recognition (USAID, Australia and Luxembourg) in media and on UNICEF digital channels.</li> </ul>	April 2025
Contribute to the development of messaging for UNICEF Lao PDR's communication and advocacy materials.	<ul style="list-style-type: none"> <li>- Regular support for crafting messages including but not limited to: for social media, for website, for publications.</li> <li>- Key message document</li> <li>- Regular content posted online</li> <li>- Ensure coverage of donor support, including USAID, Luxembourg, and Australia.</li> </ul>	May 2025
Regular monitoring and evaluation of ADAP engagement work to ensure strategic alignment with programme priorities	<ul style="list-style-type: none"> <li>- Six monthly monitoring updates</li> </ul>	June 2025
Support UNICEF Lao PDR with development of youth-related priorities areas strategy including through facilitation of sessions with youth (online and live)	<ul style="list-style-type: none"> <li>- Facilitation of meetings and inputs with youth including the creation of session plans, slide decks and presentations</li> <li>- Coordination with Regional Focal points to craft and support sessions</li> </ul>	July 2025

Maintain and enhance UNICEF's media positioning by developing strong relationships with media outlets, journalists, and media professionals.	<ul style="list-style-type: none"> <li>- Regular engagement with media including through press releases and in-person engagement</li> </ul>	August 2025
Produce stories and articles in a timely manner for use in advocacy and fundraising both nationally and internationally.	<ul style="list-style-type: none"> <li>- At least 3 human interesting stories in Lao PDR published on the UNICEF Lao PDR website</li> </ul>	September 2025
Work with UNICEF Lao PDR comms team and partners to craft social media content including posts and videos	<ul style="list-style-type: none"> <li>- Regular social media content</li> <li>- Working with comms team and external consultants to create a video explaining youth engagement work</li> </ul>	October 2025

<b>Estimated Consultancy fee</b>		
Professional fee		
Travel International (if applicable)	<ol style="list-style-type: none"> <li>1. Girls Go Green Asia-Pacific Summit in Kathmandu, Nepal</li> <li>2. 3rd UN Conference for the Landlocked Developing Countries in Gaborone, Botswana</li> <li>3. Regional Comms/ADAP network meeting (Bangkok)</li> </ol>	
Travel Local (please include travel plan)	<ol style="list-style-type: none"> <li>1. Travel to support Youth advocate trainings and monitoring in 3 provinces</li> <li>2. Field missions to collect human interest stories (3 provinces)</li> <li>3. Support with UpShift bootcamps rollout in 2 provinces</li> </ol>	
DSA (if applicable)		
Health insurance		
<p><b>Minimum Qualifications required*:</b></p> <p><input checked="" type="checkbox"/> Bachelors   <input type="checkbox"/> Masters   <input type="checkbox"/> PhD  <input type="checkbox"/> Other</p> <p>•Bachelor Degree in Communications, International Relations, Public Relations, Social/Human Sciences or other related field.</p> <p>•2-3 years of relevant work experience at national or international level in the areas of advocacy, communication, resource mobilisation and partnership.</p>	<p><b>Knowledge/Expertise/Skills required*:</b></p> <ul style="list-style-type: none"> <li>•Ability to work in a team.</li> <li>•Ability to cope with stressful and difficult conditions and political/cultural sensitivity and ability to work in international and multicultural environment.</li> <li>•Proven experience in implementing time limited projects.</li> <li>•Ability to express clearly and concisely ideas and concepts in written and oral form and to produce reports in a timely manner;</li> <li>•Ability to work independently as well as with a team in an international, multicultural and interdisciplinary environment and establish harmonious and effective working relationships both within and outside the organization.</li> </ul> <p style="padding-left: 20px;">Fluency in Lao and English is essential, excellent drafting skills as well as oral presentation skills.</p>	
<p><b>Submission of applications:</b></p> <ul style="list-style-type: none"> <li>• Letter of Interest (cover letter)</li> <li>• CV or Resume</li> <li>• Performance evaluation reports or references of similar consultancy assignments (if available)</li> <li>• Financial proposal: All-inclusive lump-sum cost including travel, accommodation cost and insurance with medevac for this assignment as per work assignment.</li> </ul>		

**Evaluation Criteria (This will be used for the [Selection Report](#) (for clarification see [Guidance](#)))**

A) Technical Evaluation (pass score 55 points) 75 points

- Bachelor Degree in Communication, public relations or similar (20 points)
- Knowledge of advocacy and communication tactics (20 points)
- Experience in leading youth advocacy initiatives (20 points)
- Quality of past work (e.g. understanding, methodology) (15 points)

B) Financial Proposal (maximum 20-50 points) 25points

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 50 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.

<p><b>Administrative details:</b></p> <p>Visa assistance required: <input type="checkbox"/></p> <p><input type="checkbox"/> Home Based <input checked="" type="checkbox"/> Office Based:</p>	<p><b>If office based</b>, seating arrangement identified: <input checked="" type="checkbox"/></p> <p>IT and Communication equipment required: <input type="checkbox"/></p> <p>Internet access required: <input type="checkbox"/></p>
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<sup>1</sup> 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

**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.