



## CONSULTANCY - TERMS OF REFERENCE

# Giga – Advocacy and Internal Communications Specialist

*Division: Office of Innovation*

*Duration: 12 months*

*Duty Station: Geneva, Switzerland – (with in-country remote work flexibility)*

### Advertising summary

UNICEF invites applications from experienced professionals in advocacy and internal communications for a 12-month consultancy with Giga. The selected consultant will work on developing and implementing comprehensive advocacy strategies, enhancing internal communications, and engaging key stakeholders to support Giga's mission of connecting schools to the Internet.

### Child Safeguarding

Is this project/assignment considered as "Elevated Risk Role" from a child safeguarding perspective?  YES  NO

**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:

**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](#)

### UNICEF's Mission

UNICEF works in some of the world's toughest places, to reach the world's most disadvantaged children. To save their lives. To defend their rights. To help them fulfill their potential. Across 190 countries and territories, we work for every child, everywhere, every day, to build a better world for everyone. And we never give up.

## For every child... innovate

UNICEF has a 70-year history of innovating for children. We believe that new approaches, partnerships and technologies that support realizing children's rights are critical to improving their lives.

The **Office of Innovation** is a creative, interactive, and agile team in UNICEF. We sit at a unique intersection, where an organization that works on huge global issues meets the start-up thinking, the technology, and the partners that turn this energy into scalable solutions.

### About Giga

Giga, a joint initiative between UNICEF and ITU, aims to connect every school in the world to the internet, addressing the global digital divide. Giga uses schools as anchor points to extend connectivity to surrounding communities, promoting economic growth and sustainability. Mapping school connectivity levels using machine learning and satellite images is the first step in identifying areas in need. So far, over 2.1 million schools in 136 countries have been mapped. Giga works with governments and private investors to secure funding and has already connected schools in 19 countries, including remote regions and refugee camps.

You can read more about Giga's work at <https://giga.global/> and by following us on X [@Gigaglobal](https://twitter.com/Gigaglobal).

### How can you make a difference?

UNICEF is seeking a highly experienced professional in advocacy and internal communications. The consultant will enhance Giga's visibility within UNICEF and the broader development community, ensuring a coherent and compelling narrative around Giga's goals and achievements.

### Your responsibilities will be:

#### 1. Developing an Advocacy Strategy

- Create a comprehensive advocacy strategy articulated around a clear theory of change, a powerful narrative, and key messages.
- Identify key fora and events where Giga should be showcased.

#### 2. Enhancing Internal Communications

- Develop an internal communication plan to enhance knowledge sharing and collaboration within Giga and with UNICEF's Programme Group.
- Facilitate knowledge exchange through initiatives like a Giga Academy or Masterclasses.

#### 3. Photo Contest implementation

- Support the communication team with the photo contest execution.

- Leverage experience in Geneva Art scene to identify various partners across the photo contest value chain.
- Identify and partner with Geneva Media outlets specializing in print and outdoor to drive awareness of photo contest.
- Identify judges to participate in the selection process.
- Support the Events team in the execution of the photo contest event with various partners.

#### 4. Communications for Resource Mobilization

- Coordinated efforts with communication team to develop targeted campaigns, communications material, and brand messaging aligned to key stakeholders.
- Integrated support with partnerships team to support resource mobilization goals.
- Support partnerships and fundraising team to enhance donor communication and fundraising.

#### 5. Stakeholder Engagement

- Map and engage key stakeholders, including potential partners, beneficiaries, and influencers.
- Organize and support high-level meetings and events to promote Giga's mission.

### Description of assignment

#	Tasks	Deliverables/ Outputs	Delivery deadline
1	Internal Communication and Advocacy research at Giga research and review	Report on current state of internal comms and advocacy at Giga with key insights and opportunities identified.	Month 1
2.	Advocacy Strategy Development	Comprehensive advocacy strategy document	Month 2
3.	Internal Communications Strategy	Internal communication plan and execution of knowledge exchange initiatives	Month 3
4	Identify key Forums and Events to activate advocacy plan	List of events submitted to Events team for implementation focused on Giga's advocacy goals	Month 4
5.	Photo contest planning and outreach	Photo contest outreach plan, including partners, judges and media outlets	Month 5
6.	Photo Contest event planning	Submit Photo contest event plan in line with Geneva's wider calendar, unlocking the right opportunity to host and drive awareness for Giga and the Photo contest	Month 6

7.	Photo Contest partnership planning campaign	Identify Photo contest partners who will support the contest with prizes and submit plan for value creation.	Month 7
8.	Stakeholder Engagement	Stakeholder mapping and engagement strategy	Month 8
9.	Review state of internal comms plan implementation	Submit report on state of internal comms with comparison from Month 1, showcase growth, and where implementation may have failed	Month 9
10.	Review state of advocacy plan implementation	Submit report on state of advocacy with comparison from Month 1, showcase growth, and where implementation may have failed	Month 10
11.	Review state of resource mobilization communication implementation plan	Submit report on state of resource mobilization, showcasing comms products developed, success, failures and opportunities for growth.	Month 11
12.	Reporting and Evaluation	Monthly progress reports and an annual comprehensive report	Month 12

### To qualify as an advocate for every child you will have...

- An advanced degree in Marketing, Communication or Journalism. *\*An undergraduate degree in a relevant discipline combined with an additional 2 years of professional experience in project management may substitute for a master's degree.*
- A minimum of 5 years of professional experience working within the Geneva ecosystem and demonstrable networking skills within media, arts, and academia in Geneva.
- Strong background in developing and implementing advocacy strategies.
- Experience working within UNICEF across country and HQs is considered an asset.
- Proficiency in managing internal communications and knowledge sharing is required.
- Experience in stakeholder mapping and engagement.
- Fluency in English is required. Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) is an asset.

### Travel

- The consultant is expected to travel to Barcelona, Spain on two (2) trips staying 3-4 nights each.
- The consultant is responsible for arranging his/her own travel, including visa and travel insurance.

### Payment details and further considerations

- Payment of professional fees will be based on the 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.
- Consultant is responsible for his/her own health and travel insurance.
- Consultant is responsible to arrange his/her own travel, including visa.

- UNICEF will facilitate the process for obtaining local permits exclusively for the consultant, excluding any dependents.

### How to apply:

- Interested applicants are required to submit a financial proposal with all-inclusive fee.
- Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance.
- **Applications without a financial proposal will not be considered.**

### For every Child, you demonstrate...

UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability ([CRITAS](#)).

To view our competency framework, please visit [here](#).

UNICEF is here to serve the world's most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors 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.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

### Remarks:

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

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.