**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS**

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| **Title**  **National Youth Engagement Assistant** | **Funding Code**  **0600/A0/05/880/004/005 (Non-Grant, GC)** | **Type of engagement**  Consultant  Individual Contractor Part-Time  Individual Contractor Full-Time | **Duty Station:**  Yangon |
| **Purpose of Activity/Assignment:**  As part of its Advocacy and Communication strategy 2018-22, UNICEF Myanmar seeks to bring the missing voices of adolescents and young people to the table, so that children themselves are agents of change, and so that their views are routinely contributing to Myanmar’s policy making process.  To do this UNICEF Myanmar established U-Report in August 2016, an innovative social messaging tool. U-Report is a digital platform used to reach and engage the community. It is built on the open source software RapidPro and launched with the aim to leverage the increasing availability of mobile and digital technology by providing information, monitoring and influencing behaviour and integrating the voices of communities for social change in development and humanitarian contexts.  Since March 2020, U-Report Myanmar has faced a number of challenges, which need to be addresses. First on March 6th, Facebook announced a change in its messaging policy, which has a significant impact on the way U Report operates. U report pushes out its weekly poll surveys to adolescents enrolled on U Report, but under the new FB policy, this will no longer be possible. FB allowed the system-initiated messaging to continue for 4 months (April to July) to respond to awareness raising on COVID-19, but this support has now been discontinued. As a result, U Report must now expand the platforms it operates from – including Viber and SMS messaging.  Second, U Report has faced the challenge of social distancing messages put in place to prevent the spread of the COVID-19 pandemic. This has impacted the ability of the U Report platform to recruit more U Reporters through face to face recruitment events at schools and universities. To counter this, U Report must explore more creative campaigns and content on its social media platforms – to recruit new U Reporters.  UNICEF Myanmar would like to hire a National Youth engagement Assistant, aged 20 to 26 years, to support the expansion of U Report to Viber, SMS, and other social media platforms; and to develop creative ways to recruit more U Reporters through social media, in place of face to face events. | | | |
| **Scope of Work:**  In close collaboration with the U-Report Task Force and UNICEF Program Sections, and under the supervision of the Communication Officer, the national assistant will:   * To support development and implementation of Online Recruitment and Engagement Strategy * To assist UNICEF programme colleagues in terms of youth engagement when needed eg-clean air project * To support youth engagement part of UNICEF Advocacy Strategy in different stages eg- planning, consultation etc * To identify key and effective partners who can help U-Report Myanmar achieving its objectives and maintain relationships with key partners * To build trust between volunteers from U-Report Myanmar Task Force and UNICEF   To provide necessary support in launching of World Children Day and other key advocacy events of UNICFE by engaging and empowering U-Reporters | | | |
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| **Child Safeguarding**  Is this project/assignment considered as “[Elevated Risk Role](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Guidance%20on%20Identifying%20Elevated%20Risk%20Roles_finalversion.pdf?CT=1590792470221&OR=ItemsView)” 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:     |  | | --- | |  |     **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](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/SitePages/Amendments-to-the-Recruitment-Guidance.aspx) and [Child Safeguarding FAQs and Updates](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Child%20Safeguarding%20FAQs%20and%20Updates%20Dec%202020.pdf) | | | |

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| **Budget Year:** | **Requesting Section/Issuing Office:** | | | **Reasons why consultancy cannot be done by staff:** | |
| *2021* | *Advocacy, Partnership and Communicatin/ Sandar Linn* | | | As U-Report is expanding, UNICEF Myanmar would like to hire a National Youth engagement Assistant, aged 20 to 26 years, to support the expansion of U Report to Viber, SMS, and other social media platforms; and to develop creative ways to recruit more U Reporters through social media, in place of face to face events. A young person with IT skills in combination with experience working with young people is required to bring youth perceptive to the program. | |
| **Included in Annual/Rolling Workplan***:*  Yes  No, please justify: | | | | | |
| **Consultant sourcing:**  National  International  Both  **Consultant selection method:**  Competitive Selection (Roster)  Competitive Selection (Advertisement/Desk Review/Interview) | | | | | **Request for:**  New SSA – Individual Contract  Extension/ Amendment |
| **If Extension, Justification for extension:** | | | | |  |
| **Supervisor:**  Sandar Linn  Communication Officer,  Advocacy, Partnership and Communication  Section | | **Start Date:**  1st January 2022 | **End Date:**  14th November 2022 | | **Number of Days (working)**  1st January 2022 to 14th November 2022 consultancy paid at rate per delivery based on agreed work assignments ovear a period of 11.5 months, full time regular office hours. |

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| Tasks/Milestone: | Deliverables/Outputs: | Timeline |
| 1. **Strategy on online Recruitment and Engagement**  * Support the development of Online Recruitment and Engagement strategies * Support the implementation of the Strategy developed * Improve the effectiveness and reach of U-Report social media channels * Support the growth of U-Reporters and U-Report Myanmar Facebook audience * Support the production of creative contents (e.g., animation films, videos, podcasts, posters, and photos) * Monitor and populate the U-Report Myanmar Website and YouTube with creative contents | * Online engagement strategy for U-Report developed * Increase in numbers of U-Reporters and audience of U-Report social media platforms * Production of creative contents developed * Website updated with content * Growth in FB page audience | 1st Payment  (By end of February 2022)  25% |
| 1. **Support the implementation of UNICEF Advocacy Priorities and UNICEF Programme where youth engagement is needed**  * Work with young people to support in organizing of consultation for UNICEF Advocacy Strategy and planning * Information about COVID-19 is disseminated to young people through chatbots, poll questions and other types of media * Provide necessary support on mobilizing the young people for the training/ capacity building opportunities such as Training on Air Pollution as part of Clean Air project * Work with program colleagues from UNICEF and provide necessary support in terms of youth/U-Reporter engagement * Facilitate participation of adolescents and young people in different UNICEF Program activities | * UNICFE Advocacy plan supported through consultation with adolescents and youth * Chatbots, polls related to Advocacy Priority areas and Covid-19 created as necessary * Young people engaged and mobilized in different program activities * Reports on poll results are prepared and shared * Meaningful participation of adolescents and young people facilitated | 2nd Payment  (By second week of May 2022)  25% |
| 1. **Building and maintaining effective partnerships**  * Engage with U-Report global team closely and get updated on U-Report platforms * Provide technical assistance to U-Report countries as and when requested * Learn experiences from other countries and share with supervisor and Task Force * Work with UNICEF program sections, UN agencies and NGOs to promote the meaningful participation of adolescent and young people * Join monthly U-Report global calls and webinars * Build trust and friendship between volunteers from Task Force and UNICEF Myanmar | * New features of U-Report updated * U-Report countries provided with assistance as necessary * Good practices and lessons form other countries learnt and applied * Young people engaged through U-Report by working with other agencies and organizations * monthly global callts joined and webinars as necessary   Trust and good relationship between volunteers and UNICEF Myanmar was built and maintained | 3rd Payment  (By end of August 2022) 25% |
| 1. **Support on UNICEF and U-Report global campaigns**  * Take part in U-Report Global polls after consulting with Chief of APC by crating polls * Share the results back to global team upon request * Support the adolescent and youth related activities of World Children Day and other flagship events   Support the production of U-Report social media packs for key campaigns by U-Report | * U-Report global polls are joined * Poll results shared with global team * Meaningful participation of children, adolescent and young people in World Children Day was supported * Social media packs for key campaigns for U-Report developed and published | 4th Payment  (by end of October 2022) 25% |

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| **Minimum Qualifications required:** | **Knowledge/Expertise/Skills required:** |
| Bachelors  Masters  PhD  Other  Any Bachelor degree discipline supported by required years of experience in Youth Engagement | The applicant must be aged between 20 and 26 years at the time of applying **Work Experience** At least two years of relevant experience in working with young peopleCommunity mobilization, coordination and facilitation experiencePlanning, Organizing and facilitation of workshops and meetingsKnowledge of U-Report, Youth Policy and youth networks and organizations **Language Proficiency** Fluency in Myanmar is required (oral and written)Knowledge of English language(s) is required **Other skills** familiarity with messaging software or experience in creating chat bot would be an assetOperational experience for Rapid Pro is an assetCommunication tactics for virtual age (Facebook, Viber, YouTube, TikTok, Zoom Meetings etc) is a mustSkilful in Facebook marketing strategies and handling Facebook Developer ApplicationFocus group discussion moderation and note taking skills will be an assetMicrosoft Window Applications (Doc, PowerPoint, excel etc)  * Knowledge of Email, Internet, Office appliances (scanner, copier) |
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| **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: |
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