



UNICEF Mongolia

TERMS OF REFERENCE FOR NATIONAL CONSULTANTS

Title: Resource Mobilization Expert

Requesting Section: *Office of representative*

1. Nature of Consultancy:

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, passion

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children's rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life — in its social, political, economic, civic and cultural dimensions — her or his rights are violated. There is growing evidence that investing in the health, education and protection of a society's most disadvantaged citizens — addressing inequity — not only will give all children the opportunity to fulfill their potential but also will lead to sustained growth and stability of countries. This is why the focus on equity is so vital. It accelerates progress towards realizing the human rights of all children, which is the universal mandate of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nations.

Resource Mobilization and Fundraising are fundamental to what UNICEF does and are important to support the expansion of our programme and also engagement with different partners on the ground.

How can you make a difference?

The Consultancy's purpose is to support UNICEF Mongolia resource mobilization and Digital communication/fundraising team to ensure that the office has expanded partnership and mobilized adequate resources locally to deliver child agenda in Mongolia.

Background and context: The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children's rights into action.

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of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nations.

2. Nature of the assignment

Proposed Consultant:

Due to the language issues, a national consultancy is proposed with 8-10 years' experience in digital fundraising.

3. Purpose of Assignment:

The purpose of this consultancy is to support UNICEF representative, the Digital communication officer/fundraising and senior management on the fundraising efforts from the private sector and supporting broader engagement with business and key influencers in the private sector, including from diaspora on Digital fundraising.

Under the guidance of the Representative, the Consultant will be responsible for the overall coordination, planning, development and realization of the country office's digital and individual fundraising plan, in line with UNICEF's global private sector strategy. The contractor will oversee and coordinate various fundraising channels and activities, ensure engaged and long-term partnerships, and drive revenue growth for the Country Programme

Supervisor: The Consultant will be supervised and report to the UNICEF Representative with regular update to the programmes and during Programme committee management about the progress of consultancy. The consultant will work on daily basis with UNICEF digital communication officer and UNICEF private sector engagement officer.

4. Major tasks to be accomplished:

- In close consultation with the Representative, the Digital communication and the communication officers, and informed by clear analysis of the external environment, develop a comprehensive private sector engagement plan targeting the audiences with strongest potential, including key influencers (major donors and foundations) and businesses.
- Provide analysis, planning, and implementation on all fundraising channels, as well as partnerships, with emphasis on achieving flexible and unrestricted resources.
- Stay abreast of key developments in the external environment as they affect fundraising, and continuously seeks new growth opportunities, and interpret and act upon these with the team. Likewise remain up to date with cutting edge developments across the sector and ensure these are applied as relevant.
- Help build and support a culture of innovation especially in IT and digital marketing to reach potential audience and drive fundraising growth.
- Contribute to strategic planning discussions by putting forward ideas to improve our communications based on up-to-date knowledge of digital communication, e-marketing trends and as well as local financial industry.
- Provide accurate and timely reporting on subsequent results and lead on creations of dashboard from each channel.
- Develop with the team a coherent annual workplan and budget covering each component of the strategy, including partnership prospect pipeline, investment cases, cultivation and solicitation, monitor work progress and ensure results are achieved on time and to required performance standards.
- Support Digital communication officer to build support for Digital fundraising goals from other teams within the country office through building effective collaborative relationships accordingly - notably to drive a strong brand and assure powerful content for fundraising, operational technical (financial and technological) support for fundraising, and strong articulation of programmes for donors and partners, and compelling reporting.
- Assess and mitigate risk related to the private sector work, contributing to informed decisions on fundraising operations and the overall engagement with the private sector.

- Develop existing and new relationships with external suppliers to optimize the provision of fundraising services.
- Take an active role in identifying, approaching and negotiating relationships with key influencers and business. Assure effective concepts and pitches for engagement with partners are developed with programme and communications teams.
- Support in leveraging the non-financial aspects of key influencers and business.

5. Programme Area and Specific Project Involved:

This request is linked to UNICEF country programme 2023-2027, UNICEF strategic plan 2021-2025.

6. Work Assignments:

A summary of the proposed tasks and deliverables against a timeline is provided below:

Main Tasks	Task Details	Deliverables	Deadline
Develop a comprehensive private sector engagement plan targeting the audiences with strongest potential, including key influencers (major donors and foundations) and businesses.	Identification of the private sector (including individual, communities, groups, diaspora and key influencers) with higher potential	Data base with each individual potential	May 2023
Provide analysis, planning, and implementation on all fundraising channels, as well as partnerships, with emphasis on achieving flexible and unrestricted resources	Development of work plan and using each of the channel for fundraising, discussed and agreed with the office	Plan and partnership operation strategy	May 2023
Stay abreast of key developments in the external environment as they affect fundraising, and continuously seeks new growth opportunities, and interpret and respond these with the team. Likewise remain up to date with cutting edge developments across the sector and ensure these are applied as relevant.	Using existing data to update senior management and Digital communication officer on the new trend in private sector fundraising	Bi-weekly note to inform innovation and office shift	Till end of the contract July 2023
Develop innovation to drive fundraising growth.	Identify 2-4 innovation to be used in the digital fundraising with private sector that make sense in local context	Report on the testing of the innovation available	30 July 2023
Develop with the team a coherent annual workplan and budget covering each component of the strategy, including partnership prospect pipeline, investment cases, communication and marketing; cultivation and solicitation, monitor work progress and ensure results are achieved on time and to required performance standards	Develop 5-8 Cases of support available in Mongolian and English Develop plan covering the needs and progress made	5-8 Cases of support available in Mongolian and English Plan of monitoring each programme	30 May 2023
Support Digital communication officer to build support for Digital fundraising goals from other teams within the country office through building effective collaborative relationships accordingly - notably to drive a strong brand and assure powerful content for fundraising, operational technical(financial and technological) support for fundraising, and creative captivating concepts of programmes for donors and partners,	<ul style="list-style-type: none"> • Conduct regular section of the case of investments • Development of case of investment • Identify potential trendy cases that can generate resources 	At least 3 sections conducted with the programme 8 cases of support developed Opportunity of private fundraising with	30 May 2023

and compelling reporting. Take an active role in identifying, approaching and negotiating relationships with key influencers and businesses. Assure effective concepts for engagement with partners are developed with programme and communications teams.		clear targets and goals available	
Assess and mitigate risk related to the private sector work, contributing to informed decisions on fundraising operations and the overall engagement with the private sector.	<ul style="list-style-type: none"> Develop a risk mitigation plan for overall management of the private sector 	Mitigation plan available	30 May 2023
Develop existing and new relationships with external suppliers to optimize the provision of fundraising services.	<ul style="list-style-type: none"> Identify new platform for the digital fundraising Develop agreement with these platforms 	At least 5 platforms for the digital fundraising are in use and report regularly shared	30 July 2023
Support in leveraging the non-financial aspects of key influencers and business	<ul style="list-style-type: none"> Discuss with partners and influencers on any opportunities for partnership 	Report on the opportunities in engaging with influencers and business available	30 April 2023

7. Work Schedule:

Deliverables	Duration	Deadline
<ul style="list-style-type: none"> Data base with each individual potential 	15 days	30 April 2023
<ul style="list-style-type: none"> Plan and partnership operation strategy 	5 days	30 April 2023
<ul style="list-style-type: none"> Bi-weekly note to inform innovation and office shift 	4 days	30 July 2023
<ul style="list-style-type: none"> Report on the testing of the innovation available 	10 days	30 July 2023
5-8 Cases of support available in Mongolian and English	30 days	30 May 2023
<ul style="list-style-type: none"> Plan of monitoring each programme 		
At least 3 sections conducted with the programme	15 days	30 May 2023
8 cases of support developed		
Opportunity of private fundraising with clear targets and goals available		
Mitigation plan available	5 days	30 May 2023
At least 5 platforms for the digital fundraising are in use and report regularly shared	20 days	30 July 2023
Report on the opportunities in engaging with influencers and business available	2 days	30 April 2023
Total and number of days	106 days	30 April 2023

8. End Product(s):

All necessary details on specific tasks, expected deliverables and the timeframe for completion of deliverables during the contract period are provided in Section 6 above. Anticipate 106 working days over 15 March 2023 till end July 2023.

Deliverables
<ul style="list-style-type: none"> Data base with each individual potential
<ul style="list-style-type: none"> Plan and partnership operation strategy
<ul style="list-style-type: none"> Bi-weekly note to inform innovation and office shift
<ul style="list-style-type: none"> Report on the testing of the innovation available
5-8 Cases of support available in Mongolian and English
<ul style="list-style-type: none"> Plan of monitoring each programme

At least 3 sections conducted with the programme
8 cases of support developed
Opportunity of private fundraising with clear targets and goals available
Mitigation plan available
At least 5 platform for the digital fundraising are in use and report regularly shared
Report on the opportunities in engaging with influencers and business available
Final report

9. Estimated Duration of Contract:

The contract will cover 106 days during the period from 106 working days over 15 March 2023 till end July 2023.

10. Official Travel Involved:

The consultant will work remotely with anticipated travels in the city for meeting partners and if needed one travel exceptional abroad for consultation with regional colleagues.

11. Payment Schedule: Indicate expected output/product at each payment period, if applicable.

Deliverables	Number of days	dates
<ul style="list-style-type: none"> Data base with each individual potential Plan and partnership operation strategy Report on the opportunities in engaging with influencers and business available 	22 days	30 April 2023
5-8 Cases of support available in Mongolian and English <ul style="list-style-type: none"> Plan of monitoring each programme 	50 days	30 May 2023
At least 3 sections conducted with the programme		
8 cases of support developed		
Opportunity of private fundraising with clear targets and goals available	34 days	30 July 2023
Mitigation plan available		
At least 5 platform for the digital fundraising are in use and report regularly shared		
Bi-weekly note to inform innovation and office shift		
Report on the testing of the innovation available		
Total and number of days	106 days	

12. Qualifications or Specialized Knowledge/Experience Required:

- Advanced University degree in Finance, E-commerce, Marketing and social sciences, Public Health, Social Sciences or related disciplines
- This consultancy requires at least 8 years of experience in Finance and partnership sectors
- Proficiency in English is required
- Proven excellent writing skills in English are required
- The consultant must be very familiar with current developments, research, best practices and global policy direction in the sector, especially in financing and engaging the private sector

13. Contract Supervisor:

Evariste Kouassi-Komlan, UNICEF Representative

14. Type of Supervision that will be Provided:

Regular consultation and guidance will be provided as required.

15. Consultant's Work Place:

The consultant will not require any UNICEF office facilities to carry out this assignment. Consultant will be regularly called for weekly update and face to face meeting.

16. Nature of 'Penalty Clause' to be Stipulated in Contract:

UNICEF reserves the right to withhold or adjust payment to the Contractor in the event of unsatisfactory quality, performance or delivery of outputs, as reviewed by the Contract Supervisor, up to maximum deduction of 10%