

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

NATIONAL CONSULTANT DIGITAL COMMUNICATIONS CONSULTANT

1. Background:

A wide range of communication assets and materials are produced regularly to support public advocacy efforts on priority issues that affect the lives of children in Mongolia, using various communication platforms including social media and digital channels. The Communication section works closely with programme sections to communicate with media, the public, and donors on UNICEF's work and to advocate for a wide range of issues affecting the Mongolian children.

For Mongolia Country Office, 2022 is a transition year from the last Country Programme to the development of a new country programme, that currently is being revised by the UNICEF Board. In it Advocacy and Communication feature as one of key strategies aiding achievement of programme results. Considering the growing use of social media and internet in the country, strengthening UNICEF's digital communications is essential for UNICEF in Mongolia.

2. Purpose of Assignment:

Under the supervision of the Representative and Communication Specialist, the consultant will contribute to strengthening of UNICEF Mongolia's Digital Communication to achieve better results for children and women. The Consultant will generate digital communication materials according to communications strategy, annual communications plan and as per need. The Digital Communications Consultant will ensure UNICEF's digital visibility, support strategic programme communications and UNICEF campaigns conducted alone or in partnerships. He/she will also render support in strengthening an effective use of social media by UNICEF Mongolia colleagues, exploring new digital platforms, making and editing photos and videos, and writing for a given audience, etc.

3. Scope of Work:

Lead the conceptualization, planning, execution, monitoring and evaluation of a **Digital Communication component** of the Communication and Advocacy Strategy of MCO for next CP (2023-2027) to leverage better results and mobilize resources for children.

The consultant will also provide additional support to various public advocacy initiatives including support to campaigns and publication launches, and other aspects of implementing the Country Programme's communication and public advocacy strategy. This includes:

- Lead development of a Digital Communication component of the Communication and Advocacy Strategy of Mongolia CO for next CP (2023-2027)
- Design and localize UNICEF digital campaigns to the local context.

- Provide technical expertise and build capacity of National Staff, youth and partners on the various field of expertise in digital engagement and Multimedia production.
- Monitor, measure and report as well as evaluate social media efforts and apply lessons learned.
- Propose innovative ways of engaging youth and Mongolian public through digital platforms.
- Maintain UNICEF Mongolia Country office website, Blogs, Facebook, twitter and E-newsletter and other digital platforms.
- Boost UNICEF's digital visibility and support effectiveness of programme interventions and campaigns through digital outreach.
- Make photos and videos from UNICEF Mongolia staff attended events.
- Edit videos and photos for digital engagement and communication.

4. Programme Area and Specific Projects Involved:

Communications and all UNICEF programme areas

5. **Contract duration (start and end date):** 9 months, tentatively starting from May 2022.

6. Type of engagement:

Deliverable based (home based) Full-time, office based Part-time, office based

Full-time, office based: Contractors will be working 5 weekdays and following the office hours of the duty station, and they must report to their supervisors any absence from work. Contractors are eligible for 1.5 days of Paid Time Off per month and paid UN official Holidays.

7. Deliverables, Timeframe and Payment Schedule:

- UNICEF Mongolia's Digital Communication Strategy developed, executed, monitored
- Digital Communication presence and visibility of UNICEF Mongolia improved significantly
- Stories and other materials to facilitate global/regional advocacy and fundraising activities, particularly in support of National Committee efforts to mobilize resources are identified and shared with the Regional Office and HQ.
- Digital initiatives including innovative digital technologies for youth engagement are launched as per office needs.
- Capacity of national staff, youth and partners from the various field of expertise in digital engagement and multimedia production improved.

8. Project Management:

United Nations Children's Fund
United Nations House 14201
UN street 14 Sukhbaatar district
Ulaanbaatar, Mongolia



Direct supervisor: Representative, supporting Communication Specialist.

Frequency of performance review: Monthly

The consultant will be expected to provide UNICEF with project updates, documents, workplans or other documents requested and will report to UNICEF Mongolia.

9. Qualifications and requirements:

Education: University Degree in Digital Communications, Communications, IT, Graphic Design, Arts, International Relations, Public Relations, Social/Human Sciences or another related field.

Work experience: 5-7 years of relevant work experience at national or international level in the areas of advocacy, communication, resource mobilisation and partnership or in marketing and digital communications.

Language requirements: Fluency in spoken and written English and Mongolian is essential, skills in digital communication writing, and production of visual and textual stories and news.

Skills:

- Experience in working under time pressure.
- Ability to express clearly and concisely ideas and concepts in written and oral English and Mongolian languages.
- 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.
- Knowledge and skills in computer management and application (Knowledge of Adobe Photoshop and InDesign is an asset).
- Ability to cope with stressful and difficult conditions and political/cultural sensitivity and ability to work in international and multicultural environment.
- Excellent writing, research and analytical skills.