**TERMS OF REFERENCE**

**Individual contractor to support social media and digital communication for health (analytics and digital marketing)**

1. **BACKGROUND / RATIONALE**

UNICEF India supports the Ministry of Health and Family Welfare in its key health initiatives, including immunization and communication. At the request of government UNICEF India has been requested to support as a key partner on the roll-out of the COVID-19 vaccine. A key part of the vaccination programme is the communication strategy.

Effective implementation of any major communication campaign requires a digital strategy and a comprehensive approach to digital engagement. Strategic digital content for all audiences and channels would be required to ensure all agencies and partners that are supporting the campaign have access to quality communication products as part of a harmonious campaign approach. Social media specifically will be a major focus for the campaign and will require a variety of content products as well as strategic marketing, digital analytics, analysis and an agile strategy at both national and state level.

With communication campaigns being rolled out across different states there is a requirement for support to maximize digital engagement nationally while also adapting strategies to state specific requirements. Strategic advice and support will need to be provided at the national level on campaign marketing, while also supporting states to adapt content to fit the reality of each state’s communication environment.

The Ministry of Health and Family Welfare often requests UNICEF India’s support on social media engagement, including capacity building, support on strategy development, support on messaging for social media and for sharing of key messages on UNICEF channels also. To meet these requirements, UNICEF would like to engage the services of a digital and social media analytics consultant to support expand and strengthen the social media activities on key health priority issues and support country level activation of health communication campaigns. The specific focus of this role is social and web analytics, digital and social media monitoring, reporting and providing insights and social media/digital media marketing, including hands on analytics reporting and marketing (Facebook Business Manager), Twitter and YouTube. The consultant will work in close collaboration with UNICEF India’s health section and with the Ministry of Health and Social Welfare, under the overall guidance of the UNICEF Advocacy and Communication section.

1. **PURPOSE OF ASSIGNMENT**

Hire the services of an individual contractor to support Ministry of Health and Family Welfare, UNICEF India and partners on social and digital media and major communication initiatives, by expanding digital communication reach and engagement. Through detailed analytics reports, sophisticated social and digital media marketing plans developed and implemented, including audience segmentation and targeting. Communication and coordination support is provided to Ministry of Health (as and if required) and UNICEF Communication, Advocacy and Partnership Section on the effective roll out of major COVID-19 related communication activities.

1. **OBJECTIVE/S**

* Adequate support is provided to Ministry of Health and Family Welfare, UNICEF India and partners on social and digital media and major communication initiatives, as per their requirements, to expand digital communication reach and engagement.
* Detailed analytics reports are prepared, presented and utilized strategically as per an agreed reporting schedule. The reports support strategy development and include campaign insights.
* Sophisticated social and digital media marketing plans developed and implemented, including audience segmentation and targeting. Marketing plans closely monitored and optimized to ensure results are achieved and budget is utilized efficiently and effectively.
* Social media channels are regularly monitored for comments, messages and other engagement.
* Sophisticated audience insights prepared and social listening utilized to inform content and engagement.
* Social and digital media communication approaches/plans/initiatives/strategies successfully developed, planned, implemented and monitored.
* Adequate communication and coordination support is provided to Ministry of Health (as and if required) and UNICEF Communication, Advocacy and Partnership Section on the effective roll out of major COVID-19 related communication activities.

1. **MAJOR TASKS TO BE ACCOMPLISHED**

**4.1 Social media communication strategies implemented:** Ensure that UNICEF, and as required The Ministry of Health and Family Welfare, social media channels are performing optimally as per the strategy.

a) Monitor and track national and state (where existing) India social media networks and websites to analyze feedback from users and provide them with more information when required.   
b) Develop and implement social media marketing plans. Prepare audience insights and recommendations, including on promotion of content and adequate use of budget.

c) Manage Facebook Business Manager marketing, Twitter Ads Manager and YouTube marketing. Set up Ad campaigns and monitor performance to ensure optimal use of budget and that the target results are achieved.

d) Manage marketing and Ad campaigns across all digital platforms, including Twitter, YouTube and others.

e) Coordinate implementation and monitoring of digital media strategy, especially COVID-19 vaccination campaign digital media strategy across the different states as per the campaign plan. Support states with analytics and marketing guidance, including formal and informal capacity building.

f) Support strategies for crisis response and response to negative videos/materials, myths, rumours, etc. in the digital space in the various states, as required.

b) Support the production of advocacy and communication materials (e.g. images, video, Facebook posts, Tweets, photo galleries, social media packages, etc.) as per pre-agreed plans and strategies.

**4.2 Major campaigns effectively designed and executed:** Provide assistance to develop, implement and conduct M&E for campaigns, ensuring regular contact with state campaign teams, national coordinators, creative agencies, and partners involved are established.

1. Provide inputs to improve creative proposals and online media plans in order to amplify the impact of the campaigns.
2. Follow up campaign implementation and performance.
3. Produce monitoring reports using social media analytics/listening tools to support social media content development and to inform the campaign’s strategic direction.
4. Conduct regular audience insight analysis and develop audience specific approaches as part of an audience-centric strategy.

**4.3 Digital platforms regularly monitored (M&E) in order to ensure maximum reach and efficiency:** Regular monitoring and evaluation activities are undertaken according to the strategy and requests from the Ministry to ensure maximum impact and continuous improvement of country online communication efforts. Ensure results and reports are prepared and shared on a timely basis.

1. Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences, and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of online/social media materials.
2. Monitor the public perception of the COVID-19 campaigns and other key related initiatives on digital platforms and recommend appropriate action to maintain a positive image for the Ministry, the campaign and vaccination in general. For this, made use of social media analytic/listening tools like TalkWalker, Crowdtangle and analytics provided by Facebook and Twitter.
3. Ensure good quality data collection, analysis and evaluation and reporting (including internal reports) to ensure effective communication strategies, planning and effective and efficient advocacy.
4. Prepare and follow a schedule for regular, required analytics reports.
5. Produce performance and analytics reports in order to measure and optimize social media marketing and campaign positioning.
6. Produce and present a monthly analytics report. Prepare a monthly social media results newsletter.
7. Keep track of lessons learnt and undertake review of successful and unsuccessful communication experiences and present regular reports outlining these. Produce a final comprehensive report at the end of the campaign.

**4.4 Adequate coordination and communication support provided towards implementing effective vaccination communication initiatives:** Support building a robust knowledge base and coordination mechanisms to ensure smooth implementation of key health communication initiatives.

1. Participate in regular team and campaign meetings. Provide insights and inputs in the meetings.
2. Documentation of best practices, as required.
3. Expanding and revising internal COVID-19 vaccine and CAB messages, as required
4. Support capacity building initiatives related to the campaign, both formal and informal.
5. Any other social/digital and/or communication related task as required.

1. **DELIVERABLES AND DEADLINES**

Well-crafted social media campaign rolled-out with expanded voice, reach and engagement, documented through careful collating and analysis of analytics. Well-coordinated COVID-19 vaccine communication activities as per the plans, specifically analytics reports and social media marketing plans.

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| **Major Task** | **Deliverable** | **Specific delivery date/deadline for completion of deliverable (please mention as date/no. of days/month)** | **Estimated travel required for completion of deliverable (please mention destination/ number of days)** |
| **Social media communication strategies implemented:** Ensure that UNICEF, and as required The Ministry of Health and Family Welfare, social media channels are performing optimally as per the strategy. | Monitor and track national and state (where existing) India social media networks and websites to analyze feedback from users and provide them with more information. | Regularly | Travel not envisaged |
| Develop and implement social media marketing plans. | weekly |
| Develop strategies for crisis response and response to negative videos/materials, myths, rumors etc. in the digital space in the various states. | As required |
| **Major campaigns effectively designed and executed:** Provide assistance to develop, implement and conduct M&E for campaigns, ensuring regular contact with state campaign teams, national coordinators, creative agencies, and partners involved are established. | Support development of complementary, state specific and local community materials and activities. | as required |
| Provide inputs to improve creative proposals and online media plans in order to amplify the impact of the campaigns. | Monthly |
| Follow up campaign implementation and performance. | Monthly |
| Produce monitoring reports using social media analytics/listening tools to support social media content development and to inform the campaign’s  strategic direction. Includes monthly analytics report. | Weekly as per agreed plan |
| Conduct regular audience insight analysis and develop audience specific approaches as part of an audience-centric strategy. | Weekly/ as required |
| **Digital platforms regularly monitored (M&E) in order to ensure maximum reach and efficiency:** Regular monitoring and evaluation activities are undertaken according to the strategy and requests from the Ministry to ensure maximum impact and continuous improvement of country online communication efforts. Ensure results and reports are prepared and shared on a timely basis. | Monitor and evaluate the appropriate and timely dissemination of advocacy and communication materials to target audiences, and participate in the evaluation of their impact. Monitor and evaluate the use and effectiveness of online/social media materials. | Weekly/ as required |
| Monitor the public perception of the COVID-19 campaign and other key related initiatives on digital platforms and recommend appropriate action to  maintain a positive image for the Ministry, the campaign and vaccination in general. For this, made use of social media analytic/listening tools like  TalkWalker and analytics provided by Facebook and Twitter. | Weekly/ as required |
| Ensure good quality data collection, analysis and evaluation and reporting (including internal reports) to ensure effective communication strategies,  planning and effective and efficient advocacy. | Monthly |
| Produce performance and analytics reports in order to measure and optimize social media marketing and campaign positioning.  Produce monthly newsletter. | Monthly and weekly reports as per agreed plan and deadlines |
| Keep track of lessons learnt and undertake review of successful and unsuccessful communication experiences and present regular reports  outlining these. Produce a final comprehensive report at the end of the campaign. | Monthly/ end of campaigns |
| **Adequate coordination and communication support provided towards implementing effective vaccination communication initiatives:** Support building a robust knowledge base and coordination mechanisms to ensure smooth implementation of key health communication initiatives. | Participate in regular team and campaign meetings. Provide insights and inputs in the meetings. | Weekly |
| Expanding and revising internal COVID-19 vaccine and CAB messages | as required |
| Documentation of best practices. | as required |
|  | Support capacity building initiatives related to the campaign, both formal and informal. | As required |  |
|  | Any other social/digital and/or communication related task. | As required |

1. **DUTY STATION**

New Delhi and/or remotely – option to work from the office subject to COVID-19 situation

1. **CONTRACT /PROJECT MANAGEMENT**

Communication Officer (social media)

*Supply & Procurement Section will remain the focal point for all administrative, financial and commercial queries and correspondence, including contract amendment.*

1. **OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)**

Travel not envisaged. In case required the same will be discussed between the contract and supervisor before the travel. All payments will be made as agreed on submission or original invoices and actuals.

1. **ESTIMATED DURATION OF CONTRACT (PART TIME / FULL TIME)**

Contract to be issued for a duration of 9 months with the possibility of extension upto 11.5 months based on continuing need, satisfactory performance and availability of funds.

1. **QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT (Please use as applicable)**

**Functional Competencies:**

* Bachelor’s degree in communication, journalism, creative writing or similar discipline;
* Demonstrated ability to produce analytics reports and implement social/digital media marketing independently;
* Experience in social media marketing on Facebook, Instagram, Twitter and YouTube is required. Working knowledge of using social media analytics tools and Microsoft Office
* At least four years’ experience working across multiple social media channels and campaigns for a large organization, preferably in the social sector;
* Experience working with the Government and/or UN Organizations is an asset;
* Experience in digital communication campaigns around health issues, including immunization, is an asset.
* Experience and quality of work demonstrably meet the highest international standards;
* Proven ability to work as part of a team;
* Ability to plan and communicate effectively orally and in writing;

**Language**:

* Fluency in English is required (Oral and Written)
* Familiarity in Hindi and other Indian languages is an advantage

1. **SELECTION PROCESS (tick one):**

**(A)** **Quality and Cost Based Selection (QCBS)** **OR**

**(A)** **QCBS (Technical Evaluation Criteria - with weights for each criteria)**

 The selection of the consultant will be on the basis of technical evaluation & financial offer in the ratio of 80:20.  The criteria for technical evaluation will be as follows:

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| **Criteria** | **Marks** | |
| **Min** | **Max** |
| 1. Cover Letter – Explaining the motivation for applying and also explaining how the qualifications and skill-set of the candidate are suitable for this position | 3 | 5 |
| 1. Relevant educational qualifications of the candidate | 3 | 5 |
| 1. Relevant work experience | 7 | 10 |
| 1. Work Samples  (one analytics report and one marketing plan) | 15 | 20 |
| **Sub Total** |  |  |
| Candidates who score 28 marks and above as well as also meet the minimum cut-off scores in criteria 1 to 4 will be shortlisted for the interview | **28** | **40** |
| **5. Interview** | **28** | **40** |
| **TOTAL TECHNICAL SCORE** | **56** | **80** |
| **Financial Score** |  | **20** |
| **TOTAL** |  | **100** |

Total technical score – 80. Minimum overall qualifying score is 56. Only those candidates who meet the overall qualifying marks of 56 as well as score the minimum cut-off in each of the above sub-criteria including the interview will be considered technically responsive and their financials will be opened.

1. **PAYMENT SCHEDULE:** Against submission of Invoice and submission of monthly progress report on deliverables achieved.