

Individual Consultancy: Communication Specialist



1. Background

UNICEF is leading efforts to procure and supply COVID-19 vaccines as part of the global vaccine plan of the [COVID-19 Vaccine Global Access Facility \(COVAX Facility\)](#) led by Gavi, the Vaccine Alliance.

In Cambodia, UNICEF is working closely with the Ministry of Health (MoH) and the World Health Organisation (WHO) to prepare the country for the roll-out of the eventual vaccines. As a member of the Working Group on Communication, Advocacy and Demand Generation (CADG) for the COVID-19 vaccine led by MoH, UNICEF is playing a key role in developing and implementing the related the communication strategy and workplan. The main goal of this work is threefold: to raise awareness, knowledge, and confidence around COVID-19 immunisation services among key target groups so they know who, why, how, where and when they can receive COVID-19 vaccines; to build public trust and generate demand among key target groups; and to amplify community mobilization and engagement strategies in support of participatory interventions at community level.

UNICEF Cambodia is looking to hire a national consultant to help facilitate this work, working within the UNICEF Communications team, but also working closely with the Health team and across other relevant sections.

2. Purpose

The purpose of this consultancy is to:

- support the communication aspects of the Government-led COVID-19 response by providing strategic, capacity-building and technical support
- support the roll-out of the UNICEF-led communication and community engagement response through UNICEF platforms and networks, which aligns with, supports and complements the Government's voice and interventions.

3. Work Assignments

The consultant is expected to provide technical support to the following activities:

- Support the implementation of the national communication strategy and work plan. This will be based on global guidelines for the COVID-19 vaccine.
- Support communication strategy and plan integrated into National Deployment and Vaccination Plan. Support relevant community engagement assessments to inform ongoing strategies for COVID-19 vaccine scale-up.
- Lead efforts on social listening, rumour management by monitoring identified platforms to listen to and set criteria for that listening, while identifying mechanisms for reporting and addressing rumors. Work with technical leads to assess behavior and social data

established (includes through social media). Work with local authorities to implement feedback mechanisms at community level in order to address misinformation and other issues around access to factual, real-time information.

- Assist the communication team with developing evidence-based communication messages and materials. Facilitate pre-testing of context-specific communication materials and messages for priority populations. Support updating and monitoring of the communication strategy, key assets and messages, social data and behavior indicators as needed.
- Provide support to UNICEF programme teams, including the two UNICEF field offices in Siem Reap and Kratie, in the implementation of the communication and community engagement strategy so they are able to mobilise partners and communities in the support of RCCE and develop relevant work plans and activities.
- Help engage key community stakeholders, influencers and religious leaders to raise awareness of COVID-19 immunisation services among key target groups and generate demand. Assist sub-national authorities in organising community engagement sessions through various established platforms.
- Identify and work with youth groups as allies in fighting fake news, raising awareness and creating demand for COVID-19 vaccines.
- Develop SOPs on crisis communication.
- Provide support to partners including civil society organisations, faith-based organisations and private sector partners working in vaccine roll out.
- Ensure approaches used are inclusive, equitable, consultative and participatory to carry along all stakeholders, while promoting C4D/SBCC principles.
- Monitor and evaluate ongoing communication activities on the basis of applied targeted communication research and visits to field/project sites, as needed.

Expected deliverables

Deliverables	Estimated Number of working days	Deliverable Completion Timeframe
1. Timely support provided to CADG on the implementation of the national communication strategy and communication plan, ensuring these plans follow global guidelines on equity principles. Communication metrics (# of reached and engaged people) are set and met.	22 days	23 March 2021
2. Support provided to CADG to develop training materials/guidelines on demand generation.	22 days	22 April 2021
3. Social listening takes place daily and is reported accordingly.	22 days	24 May 2021
4. Guidance on community feedback mechanisms addressing misinformation provided to local authorities.	22 days	23 June 2021

5. Pre-tested, evidence-based communication messages and materials developed according to the Communication Plan.	22 days	23 July 2021
6. UNICEF sections and field offices are supported. Mapping of community engagement activities, including disaggregated data on population reach developed and regularly maintained.	22 days	24 August 2021
7. Mapping for community stakeholders (including religious leaders) and influencers developed, opportunities of engagement identified as per communication plan, support provided to sub-national authorities in organizing community engagement sessions.	22 days	23 September 2021
24 Youth engagement plan developed and implemented in collaboration with UNICEF's social media team. UNICEF Youth Task Force to be consulted, briefed, and engaged to support. Engagement metrics to be set and met.	22 days	14 October 2021
25 SOPs on crisis communication developed.	22 days	15 November 2021
26 Partners including civil society organisations, faith-based organisations and private sector partners are supported. Shared drive of key assets developed and shared regularly with partners.	22 days	06 December 2021
27 Monitor and evaluate reporting takes place regularly. Data on population reach and engagement provided monthly, accompanied with short analyses to inform change strategy if needed. End campaign reporting and lesson learn developed.	22 days	31 January 2022
Total number of working days		242 working days

4. Qualifications or Specialized Knowledge/Experience and Competencies Required

- Advanced university degree in Communication, Journalism, Public Relations Sociology, Public Health, Anthropology or other related field
- Three to five years of professional work experience in mass communications, risk and behavioral change communication and community engagement
- Experience working in the UN or other international development organization is an asset
- Excellent understanding of the national and subnational health systems
- Experience developing engagement strategies and community feedback mechanisms
- Experience developing key messages for various audiences. Experience using social media platforms and tools to communicate and engage with a variety of audiences

- Experience in managing communications in emergency situations and on sensitive issues
- Experience in conducting RCCE training would be an asset
- Excellent research and analytical skills
- Fluency in Khmer and English language. Ability to present information to public audiences with confidence and authority
- Strong interpersonal and team working skills and capacity to work in a multicultural environment
- Ability to use own initiative and creatively consider solutions
- Highly organized and detail orientated
- Ability to work under pressure and to meet deadlines
- Commitment to child rights and UNICEF's mission in Cambodia
- Strong drive for results, setting high standards for the quality of work.

5. Duration

The duration of the assignment will be for two hundred and forty-two (242) working days (11.5 months) from February 2021 to 31 January 2022 including a maximum of forty (40) working days conducting field mission in the provinces.

6. Payment schedule linked to satisfactory deliverables

**The fees shall be calculated based on the days estimated to complete the assignment in the Terms of Reference and shall be considered the maximum compensation as part of a lump sum contract and agreed on a work plan for submission of deliverables. No additional fees shall be paid to complete the assignment. Payment will be made upon delivery of all final products and full and satisfactory completion of the assignment.*

Deliverables	Payment (including business travel fee) be directly linked with satisfactory deliverables	Reporting Requirements for each deliverable
Deliverable#1	9%	Communication strategy and plan developed
Deliverable#2	9%	Training materials/guidelines on demand generation developed.
Deliverable#3	9%	Social listening and rumour management platforms performed daily.
Deliverable#4	9%	Guidance on addressing misinformation provided to local authorities.
Deliverable#5	9%	Communication messages pre-tested and developed.
Deliverable#6	9%	Daily support provided to Field Offices provided.
Deliverable#7	9%	Mapping of population reach database updated weekly.
Deliverable#8	9%	Youth engagement plan developed and implemented.
Deliverable#9	9%	SOPs on crisis communication developed.
Deliverable#10	9%	Partners provided with weekly updates.
Deliverable#11	10%	M&E reporting completed, end campaign reporting and lesson learn developed.

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7. Administrative Issues

Consultant is expected to use UNICEF's computer and internet facilities and any other necessary equipment.

This assignment is office-based. UNICEF shall not cover transportation fees to and from UNICEF Cambodia office and all expected expenses should be included in the lump-sum fee for the assignment.

8. Contract supervisor

Consultant will report to the Chief of Communication.

9. Penalties for Underperformance

Payment of fees to the Contractor under this contractor, including each instalment or periodic payment (if any), is subject to the Contractor's full and complete performance of his or her obligations under this contract with regard to such payment to UNICEF's satisfaction, and UNICEF's certification to that effect.

Performance indicators: Consultants' performance will be evaluated against the following criteria: timeliness, quality, and relevance/feasibility of recommendations for UNICEF Cambodia.

10. Termination of Contract

This contract may be terminated by either party before its specified termination date by giving notice in writing to the other party. The period of notice shall be five (5) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a total period of less than two (2) months and fourteen (14) business days (in the UNICEF office engaging the Contractor) in the case of contracts for a longer period; provided however that in the event of termination on the grounds of impropriety or other misconduct by the Contractor (including but not limited to breach by the Contractor of relevant UNICEF policies, procedures, and administrative instructions), UNICEF shall be entitled to terminate the contract without notice.

11. Submission of applications

Interested candidates are kindly requested to apply and upload the following documents to:
<http://www.unicef.org/about/employ/>

- Letter of Interest (cover letter)
- CV or Resume
- Performance evaluation reports or references of similar consultancy assignments (if available)
- Portfolio or work samples of similar consultancy assignments. These can include communication strategies, RCCE strategies or other communication materials (desirable)
- Financial proposal: All-inclusive lump-sum cost including travel and accommodation cost for this assignment as per work assignment.

12. Assessment Criteria

A two-stage procedure shall be utilized in evaluating proposals, with evaluation of the technical proposal being completed prior to any price proposal being compared.

For evaluation and selection method, the Cumulative Analysis Method (weight combined score method) shall be used for this recruitment:

a) Technical Qualification (max. 100 points) weight 70 %

- Academic qualification at the Master's level in the relevant fields (20 points)
- Professional experience in mass communications, risk and behavioral change communication and community engagement (50 points)
- Knowledge, skills, competencies and languages (30 points)

b) Financial Proposal (max. 100 points) weight 30 %

The maximum number of points shall be allotted to the lowest Financial Proposal that is opened /evaluated and compared among those technical qualified candidates who have attained a minimum 70 points score in the technical evaluation. Other Financial Proposals will receive points in inverse proportion to the lowest price.

The Contract shall be awarded to candidate obtaining the highest combined technical and financial scores, subject to the satisfactory result of the verification interview.