**TERMS OF REFERENCE FOR INDIVIDUAL CONTRACTORS**

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| **PART I** | | |
| Title of Assignment | International Consultancy – Social Media | |
| Section | Communication | |
| Location | Nairobi, Kenya | |
| Duration | 3 months (45 working days over a period of 3 months) | |
| Start date | **From: Monday 17 May 2021** | **To: Friday 13 August 2021** |

**Background and Justification**

The continent of Africa is changing fast: its economy, trade and investment and its climate are altering at a time where COVID19 is impacting on every sphere of life. Its urban population is booming; conflict and stability are being redefined; migration patterns are evolving and the impact of COVID19 is threating to roll back developing gains from public health to education.

In this context, digital communication and social media have become powerful tools to reach multiple audiences and engage stakeholders in the continent and beyond, including youth, so as to inform but also convey the urgency of putting children (and their issues) as a priority. In an era of greater transparency and authenticity, social media and online communication are rapidly delivering a new standard of interaction between people. With the impact of COVID19, curfews and lockdown, digital platforms have become even more vital in terms of sharing verified information, advocating for child rights, and changing behaviours.

In Eastern and Southern Africa (ESA), social media and digital platforms are a key way for UNICEF to communicate the reality of children living in the Region and engage audiences. UNICEF focuses on five programmatic priorities in ESA - aiming to ensure that children survive and thrive; (proper nutrition and famine prevention) and stunting is reduced, quality education outcomes are improved, results for adolescents are enhanced and the design and delivery of child sensitive social protection systems are scaled up.

**Scope of Work**

Under the supervision of the Regional Chief of Communication, UNICEF ESARO, the consultant will regularly liaise with colleagues in Country Offices and Headquarters on digital content, style and storytelling, particularly in relation to engaging youth audiences. They will also support – and in some cases lead on the creation and coordination of social media strategies and campaigns, monitoring and analysis, and moderation of platforms.

The consultant may also be called on to provide technical assistance to Country Offices and ESARO staff in producing their own social media content and championing wider digital editorial processes.

The consultant will be required to work with a variety of parties involved in the assignment and will need to develop positive working relationships with partners, stakeholders, and UNICEF staff.

The consultant will:

1. Identify and establish new, creative digital content and partnerships (platforms, products and agencies) around the Gen Unlimited issues and Regional Priorities that engage an African youth audience, including monitoring and evaluating youth-focused content and campaigns;
2. Manage day-to-day activity on the UNICEF ESARO social media channels and support ESAR in the amplification of global and regional advocacy moments and campaigns on UNICEF Africa social media channels including Facebook, Twitter and Instagram;
3. Support on content creation for the Regional Director’s social media handle;
4. Work with ESAR and HQ to amplify ESAR emergencies on UNICEF digital platforms;
5. Support on the amplification strategy for all youth-generated content (films, photography, blogs) from across ESAR;
6. Share digital knowledge and trends with UNICEF staff in ESARO through digital outreach, trainings, webinars, case studies and how-to guides;
7. Provide guidance to UNICEF ESAR Country Offices in identifying relevant social media influencers that can amplify our youth-focused work and explore creative ways of collaborating;
8. Give technical assistance to ESAR Country Offices and staff on social media including asset creation, posting, and monitoring and evaluation;
9. Support on broader communications, for example filing of digital content such as photos and video, copy-editing and assistance on presentations.

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| **Deliverables** | **Duration**  **(Estimated # of days or months)** | **Timeline/Deadline** | **Schedule of payment** |
| **1** new digital partnership established and identified | 5 days | 17 May-24 May | 10% |
| 9 content plus messaging social media packs for Facebook, Twitter and Instagram completed and lead on facebook boosting around COVID19 messaging | 9 days | 25 May-3 June | 20% |
| 3 ESAR emergencies amplified on UNICEF’s digital platforms | 2 days | 7 June-9 June | 15% |
| At least 3 pieces of youth-generated content (films, photography, blogs) from across ESAR amplifed on social media channels | 7 days | 10 June-22 June | 20% |
| Contriute in coordinating and developing content for the Regional Director’s Twitter feed including live Tweets and coordination with programme sections. | 10 days | 23 June-13 July | 20% |
| 3 monthly content plus messaging social media packs for Facebook, Twitter and Instagram completed | 12 days | May 19 - 5 August | 15% |
| **TOTAL DAYS** | **45 days** |  | 100% |

**Payment Schedule**

Payment will be made upon the satisfactory quality deliverables as scheduled and described in the previous section.

**Desired competencies, technical background and experience**

* University degree in Communication, Journalism, Public Relations or a communication-related field; a university degree in a related field plus an additional two years of required relevant professional experience may be accepted in lieu of the advanced university degree. An advanced degree would be preferred
* At least two years of professional work experience in Communication, or a related field;
* Proven advocacy experience and good knowledge of development issues, especially children’ issues and UNICEF’s work;
* Excellent project management, analytical and writing skills;
* Has highest-level communication skills, including engaging and informative formal public speaking.
* Able to work effectively in a multi-cultural environment.
* Knowledge of parts of Eastern and Southern Africa is a bonus.
* Demonstrates and shares detailed technical knowledge and expertise.

**Administrative issues**

* **The consultant can work remotely but would need to follow the working hours of Nairobi, Kenya.**
* Any cost incurred to enable the Consultant to successfully carry out the assignment, such as phone, equipment, and Internet, will be covered entirely by the Consultant.

**Conditions**

* The candidate selected will be governed by and subject to UNICEF’s General Terms and Conditions for individual contracts.
* As per UNICEF DFAM policy, payment is made against approved deliverables. No advance payment is allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases, for example for supplies or travel, may be necessary.
* The drafts and final documents, as well related data, will be the property of UNICEF after completion.

**Risks**

Under-utilization of key communication opportunities hampers overall UNICEF communication efforts and reduces programme effectiveness. Such risks to be mitigated with proper supervision and clear terms of reference.

**Application**

Candidates will be requested to submit the following documents:

* Expression of interest / motivation letter
* Curriculum Vitae
* References and/or Reference Letters
* Quoted daily fees.

Candidates should indicate their all-inclusive fees, applications submitted without a fee/ rate will not be considered. Please note that only shortlisted candidates will be contacted.