**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS**

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| **Title of consultancy:**  National Individual Consultancy on Digital Communication for the UNICEF Office in Turkmenistan | **Funding Code**  4360/A0/06/880/004 - Communications, Advocacy and Partnership  NON-GRANT | **Type of engagement**  Consultant  Individual Contractor Part-Time | **Duty Station:**  Ashgabat, Turkmenistan |

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| **Consultant sourcing:**  National  International  Both  **Consultant selection method:**  Competitive Selection (Roster)  Competitive Selection (**Advertisement/Desk Review/Interview**) | | | **Request for:**  New SSA – Individual Contract  Extension/ Amendment | |
| **If Extension, Justification for extension: N/A** | | | | |
| **Supervisor:** | **Start Date:** | **End Date:** | | **Number of Days (working)** |
| *Mahriban Mullabayeva*  *Communications Officer* | *1 October 2024* | *30 September 2025* | | *256* |

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| Background UNICEF Turkmenistan’s communication efforts are focused on advocating for the rights of children, promoting better parenting and promotion of digital communication as well as risk communication and community engagement and increasing UNICEF’s brand in all communication platforms, including digital. Digital trends are shifting and having a bigger impact on the lives of everyone. Audiences are increasingly seeking relevance and emotional connection in the content and information that they are exposed to. UNICEF strives to evoke empathy and effect change for children and young people by communicating around both what UNICEF’s audiences care about and the issues UNICEF wants them to care about. Digital communication is another means to build the audience’s trust in order to drive impact and engagement. UNICEF aims at achieving this by telling compelling stories and calling for actions for children by using targeted digital channels and tools.  The digital space is the space in which UNICEF reaches people with critical messages, in which people engage and interact with UNICEF, in which most public advocacy initiatives happen. With the growing internet penetration in Turkmenistan, the role of digital platforms, especially social media is getting critical in UNICEF’s engagement with its key stakeholders, including children and youth. The country office has itsbranded English/Turkmen/Russian website and active accounts in Instagram, Facebook, YouTube and IMO and contributes to regional social media channels. UNICEF also plans to establish partnerships with major social media influencers to maximize the reach of child rights and development messages and increase follower base.  All these milestones require an agile, proactive digital presence. It is critical for UNICEF Turkmenistan to continue raising awareness on risk communication and community engagement (RCCE) measures through its digital channels. Purpose of the assignment The purpose of the individual digital communication consultancy is to maximize children’s and families’ access to reliable and timely resources on children’s development and well-being. The consultancy will also help the country office increase UNICEF’s visibility, follower base and engagement on digital communication and social media platforms.  With the support and under the guidance of UNICEF Turkmenistan Communication Officer, Digital Communication Consultant will support the management, maintenance and monitoring of UNICEF Turkmenistan’s digital and social media presence and provide overall support in organizing and managing key digital communication activities in line with UN and UNICEF policies and procedures. This will include updating, maintaining and monitoring all social media platforms and the website for reliability, consistency, quality and up-to-date information. The Digital Communication Consultant will also create, source, commission and manage digital content, including multimedia products that is accurate, timely, relevant and brand-compliant for online public advocacy.  The Consultant will be actively engaged in supporting various public advocacy initiatives on UNICEF’s mandate, CPD awareness raising, and RCCE including support to campaigns and publication launches, online and offline events throughout the year, and other aspects of implementing the Country Programme’s communication and public advocacy strategy as well help implement activities under the work plans with UNICEF’s partners. |
| Specific Tasks  * Development of digital strategies for each UNICEF CO digital media channel to facilitate the growth of each of these digital platforms * Develop and adapt compelling content for digital platforms and systematically grow UNICEF’s digital community and deepen engagement across all platforms. * Website   + Regularly develop content for and update English, Turkmen and Russian versions of the website, including with content provided by the Communication Officer and programme colleagues.   + Provide monthly updates on the website visitors.   + Provide monthly updates on RCCE * Social Media: Facebook/Instagram/YouTube/IMO   + Develop a social media engagement plan based on the Country Office’s programme and advocacy priorities as well as global advocacy and communication priorities in close collaboration with the Communication Officer.   + Update all social media profiles, regularly posting new posts, reels, videos and stories and responding to comments in close consultation with Communication and Programme teams.   + Run online campaigns on specific themes related to children’s issues, also adapting UNICEF’s global and regional content to the local context. Likewise, work with the Regional Office Digital Media Consultant in feeding Turkmenistan’s stories to the Regional Office digital platforms.   + Provide monthly monitoring reports/stats on social media efforts including RCCE.      * Graphic design/video production for digital platforms and other tasks   + Design and edit digital communication products, such as images with text, videos, audio materials, infographics, reels, etc. for digital platforms. Liaise and work with graphic designers and agencies as needed, to produce other visuals, infographics for digital platforms.   + Support other colleagues as needed in their day-to-day social media efforts.   + Provide support to the team as needed in the implementation of other communication and public advocacy activities such as campaigns, events, launches, etc. Take photos and videos at the events.   + Support the office in organizing events in partnership with SDG Ambassadors, young people, as well as year-round events on the occasion of World Children’s Day, , Child Protection Day, Day of Independence and Neutrality and others, organize online and offline exhibitions and information sessions in schools; and support the organization of thematic events together with Communication Officer and programme colleagues.   + Follow up on the production of advocacy and communication materials (e.g.,print, films, videos, audio-visuals, etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the Communication Toolkit of TCO   + Prepare monthly deliverables reports and the final report with updates with the digital and social media metrics. |

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| **Work Assignment Overview** | | |
| **Tasks/Milestone:** | **Deliverables/Outputs:** | **Timeline:** |
| In consultation with UNICEF Communication Officer develop a comprehensive social media plan of UNICEF Turkmenistan (Instagram, Facebook, Imo and YouTube, as well as website)  Organize a year-long campaign:  -organize online and offline events to promote child rights  -interact with SDG Ambassadors and young people, and carry out joint events on youth participation  -support the Office of Representative and programme colleagues in developing resources for children, families and decision makers on UNICEF’s mandate  -Support the advocacy efforts of the office by regularly posting advocacy messages  Work with UNRC Communication Specialist on amplifying UN related posts on common topics such as sustainable development, human rights, climate change; participate/input to UN and Government organized exhibitions  Post regularly on relevant messages– adapting content to the local environment, translating and tailoring messages to specific audiences;  Regularly develop content for and update English, Turkmen and Russian versions of the website with content approved by the Communication Officer  Update UNICEF Turkmenistan intranet pages (Sharepoint) – help create a digital repository of communication related resources and documents  Provide support into drafting posts, articles, video scripts, press-releases, if necessary | Progress report with social media metrics provided | Throughout consultancy |
| Collaborate with the Regional Office and HQ on feeding in posts to their social media channels on RCCE messages;  Work with the Regional Office in submitting a story on school vacations and what children learn during the school break  Any other communication-related support requested by Communication or Programme sections | Progress report with social media metrics provided | Throughout consultancy |
| Roll out the social media plan on hygiene promotion prior to school year opening; develop a video, poster on greetings and mask wearing  Regularly post other messages of importance to the audience such as on Early Childhood Development or International Breastfeeding Week;  Support communication activities related to Independence Day | Progress report with social media metrics provided | Throughout consultancy |
| Work with programme colleagues on amplifying programmatic content on UNICEF’s social media channels;  Roll out posts related to the Day of Teachers and other important global and regional activations; mini-campaign on thanking teachers for their work  Roll out the social media plan for the International Day of the Girl Child; Global Handwashing Day; organize learning sessions in schools on hygiene promotion together with SDG Ambassadors | Progress report with social media metrics provided | Throughout consultancy |
| Announce opinion polls and contests on social media to get public opinion on certain child rights issues, such as child/youth participation, quality learning, access to healthcare, etc.;  Ensure regular posts on programmatic activities and results for 2024 - 2025;  Work with UNRC Communication Specialist on amplifying UN related posts;  Update UNICEF’s website.  Roll out the social media plan for the World Children’s Day and support organizing dedicated events;  Any other communication-related support requested by Communication or Programme sections | Progress report with social media metrics provided | Throughout consultancy |
| Maximize social media posts on UNICEF’s 78th birthday  Develop posts on Human Rights Day  Support to development of post, articles related to Neutrality Day  Collaborate with other offices’ digital consultants on launching the live stream on certain topics like ECD or mental health;    Ensure posts that recognize donor’s contribution to joint initiatives;  Update UNICEF’s website.  Roll out a series of posts on New Year;  Report on the implementation of the social media engagement plan for 2025.  Any other communication-related support requested by Communication or Programme sections | Progress report with social media metrics provided  Final report on the social media engagement plan implementation and monitoring is provided | Throughout consultancy |

**Reporting requirements**

Digital Communication Consultant will provide deliverables and final report at the end of the assignment in English.

**Payment**

The payment in US dollars will be made in instalments each month, according to the schedule below

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| **Deliverable** |
| **First instalment: 31/10/2024,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of October. |
| **Second instalment: 30/11/2024,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of November. |
| **Third instalment: 31/12/2024,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of December. |
| **Fourth instalment: 31/01/2025,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of January. |
| **Fifth instalment: 28/02/2025,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of February. |
| **Sixth instalment: 31/03/2025,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of March. |
| **Seventh instalment: 30/04/2025,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of April. |
| **Eighth instalment: 31/05/2025,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of May. |
| **Ninth instalment: 30/06/2025,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of June. |
| **Tenth instalment: 31/07/2025,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of July. |
| **Eleventh instalment: 31/08/2025,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of August. |
| **Twelfth instalment: 30/09/2025,** upon satisfactory and timely submission of the progress report including the digital and social media metrics for the month of September. |
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**Travel**

All travel expenses will be paid as per UNICEF travel policy in case if travel is required. The Consultant will be required to obtain prior approval from the supervisor before commencing travel. The consultant will be responsible to issue the air tickets and accommodation and be reimbursed by submitting an invoice and supporting documents to be processed by the office.

**Work arrangements**

Day to day supervision and guidance will be provided by UNICEF Turkmenistan Communication Officer. The consultant will be expected to also work closely with the Social & Behaviour Change Officer as well as other programme colleagues. In additional to locally developed UNICEF will regularly communicate with the Digital Communication Consultant and provide global social media packs, guidance on specific campaigns, content for posts, feedback on performance and all other necessary support to achieve objectives of the consultancy.

**General Terms and Conditions**

UNICEF’s general terms and conditions will apply to the contract awarded to the vendor. Please note that, in the evaluation of the technical merits of each proposal, UNICEF will take into consideration any proposed amendments to the UNICEF General Terms and Conditions. Proposed amendments to the UNICEF general terms and conditions may negatively affect the evaluation of the technical merits of the proposal.

UNICEF retains the right to patent and intellectual rights, as well as copyright and other similar intellectual property rights for any discoveries, inventions, products or works arising specifically from the implementation of the project in cooperation with UNICEF. The right to reproduce or use materials shall be transferred with a written approval of UNICEF based on the consideration of each separate case. Consultant should always refer to UNICEF Turkmenistan support in developing the materials when publishing the results of the research conducted while in Turkmenistan in academic journals, books and websites.

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| **Minimum Qualifications required:**  Bachelors  Masters  PhD  Other | Knowledge/Expertise/Skills required:  University degree in communication, journalism, information management, ICT, social sciences, international relations, graphic design or other relevant fields; Advanced degree in a relevant field is an asset.  Strong experience in managing social media platforms and websites, and experience in developing successful social media engagement plans;  Graphic design and video design skills  Graphic design software skills or at least good familiarity with one or several visualization tools (Canva, Figma, Illustrator, Capcut);  Creative thinking; strong presentation, verbal, visual and written communication skills; ability to work independently and meet deadlines are required.  Good communication and networking skills;  Knowledge of Turkmenistan’s social media landscape, social media trends and social media influencers;  Fluent knowledge of English, working knowledge of Turkmen and Russian is a requirement.  Excellent interpersonal skills; culturally and socially sensitive; ability to work inclusively and collaboratively with a range of partners;  Ability to work and adapt professionally and effectively in a challenging environment; ability to work effectively in a multicultural team of international and national personnel;  Solid overall computer literacy, including proficiency in various Microsoft Office applications (Excel, Word, among others), email, and internet; familiarity with database management; and office technology equipment;  Self-motivated, ability to work with minimum supervision; ability to work with tight deadlines; |

**Technical Proposal**

**Technical proposal**

The technical proposal should include

* A cover letter, including
  + Assessment of suitability vis-à-vis the requirements of this ToR;
  + A summary of experience in similar assignments;
  + Links to/attachments of examples of similar work;
* Comments and suggestions on the ToR and proposed workplan and deliverables
* CV of the candidate
* Names for reference check

**Financial Proposal**

Candidates are expected to submit a financial proposal indicating their monthly fee to complete the entire assignment based on the terms of reference. The monthly fee should cover deliverables indicated above for the period of 1 October 2024 – 30 September 2025.

**Evaluation**

Each proposal will be assessed first on its technical merits and subsequently on its price. In making the final decision, UNICEF considers both technical and financial aspects to ensure best value for money.  The Evaluation Team first reviews the technical aspects of the offer (on the basis of the qualifications described above), followed by review of the financial offers of the technically compliant candidates. The proposal obtaining the highest overall score after adding the scores for the technical and financial proposals together, that offers the best value for money will be recommended for award of the contract.

A cumulative analysis will be used to evaluate and award proposals. The evaluation criteria associated with this TOR is split between technical and financial as follows: 70% Technical, 30% Financial, 100 % Total.

In the event of unsatisfactory performance, UNICEF reserves the right to terminate the Agreement. In case of partially satisfactory performance, such as serious delays causing the negative impact on meeting the programme objectives, low quality or insufficient depth and/or scope of the assignment completion, UNICEF is entitled to decrease the payment by the range from 30% to 50% of the contract value as decided jointly by the Contract Supervisor and Operations Manager.

**Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures, and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.**