**TERMS OF REFERENCE**

**Purpose of the Assignment: Communication and Visibility Consultant; Spotlight Initiative Phase II**

**Section Submitting: Communication, Adolescents and Public Advocacy Section**

**Purpose and Objective:**

The Spotlight Initiative is a programme of the European Union (EU) and the United Nations which aims to support transformative change on the ground to end violence against women and girls and harmful practices, in numerous countries globally. The Initiative comes with the highest level of commitment globally and is governed by the UN Deputy Secretary General and the Vice President of the EU Commission. The Initiative is built around six pillars developed after an extensive global theory of change exercise. The pillars are: 1) Laws and Policies; 2) Institutions; 3) Prevention and Social Norms; 4) Services; 5) Data; and 6) Women’s movement.

Mozambique is one of the participating eight countries in the Africa region and is implementing interventions in all the six pillars. The Spotlight Initiative's investment in Mozambique aims to contribute to a country where every woman and girl is free from all forms of SGBV and harmful practices and can enjoy sexual and reproductive health and rights. The programme will operate in three provinces in Mozambique and at the central level, in accordance with the scope of the Spotlight Africa Programme, focus on: sexual and gender-based violence (SGBV), early marriage (with linkages to the eradication of harmful practices) and sexual and reproductive health rights (SRHR).

UNICEF has the leading role on the programme’s external communication and visibility, as per the programme document and agreement with the donor, the European Union.

With the recent extension of SLI Programme in Mozambique into phase II until 31 December 2022, the programme seeks services of a Communication Consultant who can work in close collaboration with the UN Resident Coordinator’s office, Heads of the UN Recipient Agencies, communication focal points and the Spotlight coordination and technical team. The purpose of the assignment is to support the communication and visibility component of the initiative. The consultant will follow up on the on-going work on the implementation of the Spotlight Communication plan, produce impactful human-interest stories and lead the documentation for advocacy and communication of results achieved, lessons learned and future GBV programming in Mozambique.

The continuation of services of a Spotlight Initiative Communication and Visibility Consultant are therefore required to continue supporting the programme’s external communication, showcasing its impact and ensuring the visibility of the European Union, the UN and the Government of Mozambique.

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| **#** | **Tasks and Deliverables** | **Due date** |
| **1** | Finalize support to the planning and lead implementation of communication and visibility activities during the “**16 days of Activism Against GBV**” (25 November to 10 December), as agreed with the UN Resident Coordinator’s Office, UN agencies, the European Union Delegation and Government partners. | November 30, 2021 |
| **2** | Prepare and release the **Q4 Spotlight Initiative Newsletter**  Prepare a **story and visibility materials on “16 Days” campaign highlights**, to be published on the global Spotlight Initiative website and on the UN Mozambique website  Begin consultations with agencies and with SLI secretariat for **drafting of** **2022 SLI Communication and Visibility Plan** | December 30, 2021 |
| **3** | Finalize **2022 Spotlight Initiative Communication and Visibility Plan** (including the digital and social media plan) aligned with key celebratory dates, in consultation with implementing agencies, the RCO, Government and the European Union. | January 31, 2021 |
| **4** | Prepare the **Communications and Visibility section of the 2021 Spotlight Initiative Annual Report** | February 28, 2022 |
| **5** | Prepare and implement an **activity plan for the Women’s Month;** draft **human interest stories** and a **social media pack,** aligned to the International Women’s Day/month.  Prepare and disseminate Q1 newsletter. | March 31, 2022 |
| **6** | **On-going support** to the programme’s communications and visibility efforts, including preparing media interviews, media alerts, press releases, talking points, speeches, briefings, presentations, fact sheets, editing, formatting and reviewing content - as required by the programme coordination team. | April 30, 2022 |
| **7** | Prepare content for International Labour Day, May 1st  (from a perspective of women’s economic empowerment); organize support to MGCAS Department of Communication (material support and/or further training); refresher training on SLI communications and visibility to civil society partners | May 31, 2022 |
| **8** | Prepare and disseminate the Q2 Newsletter; produce human interest stories and social media content to raise awareness on “Day for the Elimination of Sexual Violence in Conflict (19 June | June 30, 2022 |
| **9** | Support production of print materials to summarise the 2021 Annual report and main achievements to date; produce social media content for the Day of African Women (31 July) | July 31, 2022 |
| **10** | Produce human interest, short impact videos on programme achievements (SRHR, GBV, Child Marriage) | Aug 31, 2022 |
| **11** | Prepare and disseminate Q3 Newsletter; produce brochure with success stories and/or fact sheet with main programme achievements to date | Sept 30, 2022 |
| **11.5** | Prepare **Communications and Visibility Section for the Final 2022 Spotlight Initiative Report** | Oct 15, 2022 |
|  | ***Routine support*** *to the programme’s communications and visibility efforts on a monthly basis, including: preparing and/or supporting events, supporting and reviewing content production by programme partners, preparing media interviews, media alerts, press releases, talking points, speeches, briefings, presentations, fact sheets, editing, formatting and reviewing content - as required by the programme coordination team and/or programe partners; regular liaison with SLI HQ Communication teamand with the Mozambique SLI Communications Focal Points.* | Throughout the contract duration |

1. **Management and Supervision:**

The communication Consultant will be directly line managed by the UNICEF Communication Specialist (external communications), however he/she will have a functional working relationship with the Spotlight Programme Coordinator, the Spotlight technical team and Communication Focal points from the Spotlight implementing agencies

1. **Qualifications and Specialized Knowledge:** *Provide the details of the required qualifications of the consultants/contractors. If there are experts involved, please specify the number of experts required.*

**Academic qualifications and experience**:

* At least Master’s Degree in Communication, Literature, International Relations/Development or other relevant discipline
* At least 2 years of experience in the field of communication and event/conference management within the UN system
* Work experience within the UN system in Mozambique, preferably in an inter-agency coordinating role
* Work experience in the field of SGBV and/or Women’s empowerment
* Minimum 5 years professional and relevant work experience in communication
* Excellent communicator of verbal and written concepts to a variety of global audiences.
* Able to work independently and problem solving oriented.
* Able to work in a multi-cultural environment and establish harmonious and effective working relationships.
* Demonstrated communication and relationship building skills.
* Proven capacity to work with and lead collaborative teams across different agencies and with different technical skills.
* Language skills: Fluency in written and spoken English and Portuguese is essential

1. **Conditions of Work:** *Provide details of conditions in which consultancy will be carried out in the attached table. This should include specifics on logistics, transport, insurance, security and other related issues to be covered, or not covered, by UNICEF.*

The consultant is expected to work Maputo based with occasional travel to the provinces.

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| **Items** | **Provided by UNICEF** | | **Remarks** |
| **Yes** | **No** |
| Service incurred death, injury or illness | x |  | Per the provisions of CF/IC/2013-001 on insurance coverage “in cases of service-incurred injury, illness or death under a third-party provider”. |
| Health Insurance |  | x |  |
| Office Space | X |  |  |
| Computer in office premises | X |  |  |
| Access to printer in the office premises | X |  |  |
| Airtime |  | X | Data up to: amount  Voice up to: amount |

1. **Duration:**  11.5 months individual consultancy, expected to begin 1 November 2021 until 15 October 2022
2. **In-country Travel.** *Requesting section to choose one option. To be deleted when bidding for lumpsum cost.*

Approved travel within Mozambique will be covered/reimbursed by UNICEF as follows:

Option a. Air tickets to be purchased by the consultant from approved airlines and reimbursed by UNICEF; per diem at 75% of the applicable UN Mozambique DSA rate (for the whole night spent outside the place of assignment), on a reimbursable basis; taxi/transport costs to and from the airport, on a reimbursable basis supported by the submission of original invoice/bill/receipt. All reimbursables to be included in their respective invoices.

Option b. Travel organised by UNICEF through a Travel Authorisation per the applicable policy, with standard terminal expenses, and per diem at 75% of the applicable UN Mozambique DSA rate.