**Terms of Reference: Individual Contractor**

**Summary**

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| **Title** | National Social Media Communication Consultant  |
| **Purpose** | To support UNICEF communication team in enhancing UNICEF Viet Nam social media platform |
| **Location** | Hanoi, Vietnam |
| **Duration** | This assignment is for a duration of 11 months and is expected to be completed by 30 Sep 2021. |
| **Start Date** | 01 Nov 2020 |
| **Reporting to** | The Consultant will be reporting to the Digital Communication Officer and C4D Officer |
| **WBS/PBA Expiry Date** | 5200/A0/05/884/003/0175200/A0/05/884/005/003  |
| **Project and activity codes** | Output 4.3 - Comms & Public AdvocacyOutput 4.5 - Technical Assistance of COM |

**Background**

Digital media, especially social platforms, are changing the ways people interact, giving rise to new and diverse audiences and empowering civil society in ways that have profound implications for communication and advocacy. Nearly half of the world’s population now has Internet access – a figure predicted to increase, even in places with less connectivity and fewer amenities – enabling new forms of communication.

VCO Country Programme 2017-2021 highlighted the importance of the public advocacy and communication for child rights. The programme aims to increase public awareness and action to address vulnerabilities and inequities affecting children.

In Viet Nam, 60 percent of population is online, and 72 percent of youth population have access to internet. This makes internet a good platform to reach various stakeholders to drive change for children. Strategic use of digital media, especially social media, will deepen UNICEF’s dialogue with stakeholders about child rights and equity as well as broaden their engagement in issues related to children. Greater understanding of children’s challenges and better involvement in children’s issues results in more impact: The richer the conversation and better engagement, the greater the chance for audience actions in support of UNICEF’s public advocacy. In 2020, UNICEF Viet Nam has increased its followers on social media platform significantly. It’s about time for UNICEF Viet Nam to start investing and exploring new area of digital fundraising.

With the current situation of COVID-19 outbreak without a preventive and effective vaccine and an emergency unfolding in the Mekong Delta, there’s an urgent requirement for more regular and stronger communications on VCO’s social media channels and website, as well as a need to keep regional and global teams aware of the changing situation.

Digital content and engagement will remain and reinforce UNICEF’s leadership as a credible voice for and with children. While UNICEF Viet Nam website mainly targets donors, policy makers and general public, its social media platform focus on young people. In order to reach the young people, the social media platform need to be strengthened to attract attention and encourage the engagement of the young people.

**Justification**

The proposed assignment requires strong working experience and expertise in social media and video filming and editing. UNICEF and counterparts do not possess all the required experience, expertise neither the staff time required to dedicate to this assignment, which requires extensive works. Hence it would be time and cost effective to engage a qualified national consultant to conduct the assignment.

**Objective**

The overall objective is to support communication team in enhancing UNICEF Viet Nam social media platform, especially in the Reimagine Campaign on the World Children’s Day 2020, stop the spread of COVID-19, digital literacy, digital fundraising and advocate for UNICEF key priorities areas.

**Specific Tasks**

**Major Duties and Responsibilities**

* Explore new ways of engaging young people on the social media platforms including running various types of contests and campaigns on the Facebook during COVID-19 outbreak.
* Support the development and maintenance of UNICEF Viet Nam assets library for digital fundraising.
* Provide support for public awareness-raising campaign and behaviour and social change communication activities (C4D) in emergency, WASH, COVID-19 pandemic and Education.
* Contribute to the content forward plan of UNICEF Viet Nam Social media platform such as Facebook, Twitter, Instagram, TikTok, Youtube, Zalo, Linkedin, U-report, etc
* Support to develop social media content package to raise awareness of climate-related issues
* Support to engage with influencers to amplify UNICEF key messages
* Support the development of monthly social media report
* Support to increase the number of fans and followers on all social media platforms
* Support the content creation for both UNICEF Viet Nam webpage and social media platform including producing video stories, human interest stories, photo essays, infographic
* Support the management of the Facebook feedback/commenting and monitoring performance of each post

**Methodology & Expected Deliverables (add rows as necessary)**

| **Task/Deliverables** | **Time Frame (no of days)** | **Tentative Dates** |
| --- | --- | --- |
| Support promoting the digital fundraising for UNICEF, especially in “Reimagine campaign on the world children’s day 2020” on mass and social media. Create and promote social media posts, using ‘UNICEF Key Visual’ assets, subtitle/edit short video clips for the promotion of the campaign, support media interviewing/Human interest stories/photo essays if required. | 20 days | 31 Jan 2021 |
| Support the making of appealing and engaging videos and visual assets on social media and other activities as part of the communication campaigns and digital fundraising. | 60 days | 30 Sep 2021 |
| Maintain and develop children and youth engagement network through social media to amplify the voice of children.  | 30 days | 30 Sep 2021 |
| Develop and maintain assets library for social media and office wide advocacy with UNICEF priority areas including COVID-19, Mekong delta drought and saltwater intrusion, Climate Change, EVAC, WASH, IECD such as infographic, video footages, vectors, photos.  | 30 days | 30 Sep 2021 |
| Support the development of digital literacy campaign with C4D Specialist with a clear public advocacy and social media advocacy plan as well as the development of advocacy assets and activities. | 30 days | 31 Mar 2021 |
| Support and adapt UNICEF HQ’s Public Facing Campaign on COVID-19 vaccine (COVAX) under the UNICEF EAPRO guidance for advocacy & communication priority.  | 30 days | 30 April 2021 |
| Explore and contribute to the innovative ideas for social media engagement.  | 15 days | 31 Dec 2020 |
| Support daily management of U-Report including social media outreach, youth engagement and conduction of U-Report polls on Rapid Pro-supported platforms | 15 days | 30 Sep 2021 |
| TOTAL | 230 days |  |

**Payment Schedule**

The payment will be made upon the approval of monthly report by Communications Section Chief.

**Reporting**

The Consultant will be reporting to the Digital Communication Officer.

**Performance indicators for evaluation**

Timeliness, services rendered. Frequency of evaluation i.e. weekly, midterm, end of assignment.

**Qualification/Specialised Knowledge and Experience**

* University graduates or under-graduates in Communication, Journalism, Public Relations, any other related field or relevant charity work experience/exposure;
* Demonstrate previous knowledge of using social media to share key messages;
* Ability to use digital/EOS camera for photography and videography;
* Experience in photography and video editing;
* Excellent communication skills, including writing (in English and Vietnamese) and intercultural communication skills;
* High ethical standards and understanding of sensitivities pertaining to child-related/rights issues and working in a politically sensitive environment;
* Ability to research, design and execute ideas and ability to transfer knowledge and skills;
* Excellent teamwork skills (self-starter an asset);

(\*) Working experience with UN Agency’s communication is a strong advantage.

**General Conditions: Procedures and Logistics**

The following general conditions shall apply. The consultant shall

* The Consultants will be assigned temporarily a desk in UNICEF Hanoi office
* Travel costs and applicable DSA will be paid if Consultant is hired from outside Hanoi (as per applicable rates for individual Consultants), or if travelling on official mission
* The Consultants will provide their own laptop computer and office supplies
* For this assignment, since the consultant will work in a full-time capacity, he/she will be entitled to receive Paid Time off (1.5 days per full month) and UN official holidays

**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.*

*[Please enter; below is the example:*

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

*a) Technical Qualification: weight 80 %*

* University graduates or under-graduates in Communication, Journalism, Public Relations, any other related field or relevant charity work experience/exposure; (10 points)
* Demonstrate previous knowledge of using social media to share key messages; (15 points)
* Ability to use digital/EOS camera for photography and videography; (10 points)
* Experience in photography and video editing; (10 points)
* Excellent communication skills, including writing (in English and Vietnamese) and intercultural communication skills; (10 points)
* High ethical standards and understanding of sensitivities pertaining to child-related/rights issues and working in a politically sensitive environment; (5 points)
* Ability to research, design and execute ideas and ability to transfer knowledge and skills; (5 points)
* Excellent teamwork skills (self-starter an asset); (5 points)
* Working experience with UN Agency’s communication is a strong advantage. (10 points)

*b) Financial Proposal (max. 100 points) weight 20 %*

*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 if needed.]*

**Policy both parties should be aware of:**

* Under the consultancy agreements, a month is defined as 22 working days, and fees are prorated accordingly. Consultants are not paid for weekends.
* Consultants are not entitled to payment of overtime. All remuneration must be within the contract agreement.
* No contract may commence unless the contract is signed by both UNICEF and the consultant or Contractor.
* For international consultants outside the duty station, signed contracts must be sent by fax or email.
* Consultants will not have supervisory responsibilities or authority on UNICEF budget.
* Consultant will be required to sign (1) the Health statement, (2) Certificate of Good Standing for Consultants/Individual Contractor prior to taking up the assignment, and a copy of appropriate health insurance, including Medical Evacuation.
* The Form 'Designation, change or revocation of beneficiary' must be completed by the consultant.