

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title Partnerships and Influencers Engagement Consultant		Type of engagement <input type="checkbox"/> Consultant (ZCON) <input type="checkbox"/> Individual Contractor Part-Time <input checked="" type="checkbox"/> Individual Contractor Full-Time	Duty Station: Jakarta (Home based)
Purpose of Activity/Assignment: UNICEF Indonesia seeks to recruit a Consultant for Partnerships and Influencers Engagement to support the management of partnerships in the Communications & Public Advocacy section, including the identification and engagement of influencers, as well as developing and maintaining influencers database, influencers monitoring and newsletter development, for 11.5-month period.			
Scope of Work Under the supervision and coordination of the Partnerships Specialist, to do the below tasks: Influencers Engagement: <ul style="list-style-type: none"> Assist in coordination with third parties, implementing partners or others through activities such as organizing events / discussions / workshops / launches (virtual and/or offline). Assist in preparing background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally. Assist in selecting influencers-driven assets / comms products to be featured in UNICEF website and influencers newsletter (for stewardship programme). Assists in the planning, logistics and administrative arrangements relevant with influencers-driven activities. Assist in drafting MoU or LoI for potential partners and celebrities Identify, contact, coordinate and follow up with influencers / public figures (and their managements) to support UNICEF advocacies including programme cluster needs. Maintain and update celebrity and partner contact lists/database for country office. Monitor social media and online media specifically on issues related with the national ambassadors /champions/ influencers that we engaged and potential influencers. Branding, Visibility and Partnerships: <ul style="list-style-type: none"> Help identify possible branding and visibility opportunities that can be endorsed by our national ambassadors, champions, influencers, supporters to generate public support for country programme advocacies. Assists in the coordination of visual communication agencies or other parties in the production of advocacy, communication and branding materials (e.g. presentation, banner, PSA, videos, scripts, audio visuals, etc) that meet the country and global standards as set out in the Branding and Advocacy Toolkit. Support communication and coordination with programme colleagues, external parties or stakeholders relevant with UNICEF partnerships events/engagements/activities. Maintain an up-to-date documentation centre for partnerships and advocacy materials. Recommend established contacts, networks, resources and processes to support partnerships and influencers engagement activities. Monitor/document process and effectiveness of working with these individuals/organization. 			

*) Ref CFAI.2013-001 Amend 2, work assignment should be: specific, measurable, attainable, results-based and time-bound ("SMART") and include:

(a) tangible and measurable outputs, objectives and targets of the work assignment, as well as specific activities to achieve these.

(b) specific delivery dates and details as to how the work must be delivered (e.g., electronic submission, hard copy), subdivided into "milestones" where appropriate.

(c) indicators for evaluation of outputs (including timeliness, achievement of goals, and quality of work)

If Extension, Justification for extension:			
Supervisor: <i>Partnerships Specialist</i>	Start Date: <i>June/ July 2022</i>	End Date: <i>June 2023</i>	Number of Days (working) 11.5 months full time with monthly fee

*Work Assignment Overview (SMART)		
Tasks/Milestone:	Deliverables/Outputs:	Timeline
<ul style="list-style-type: none"> To identify, contact and coordinate with influencers / public figures (and their managements) to support UNICEF advocacies including programme cluster needs. Monitor social media and online media specifically on issues related with the national ambassadors /champions/ influencers that we have engaged with and potential influencers. Maintain and update celebrity and partner contact lists/database for country office. Maintain an up-to-date documentation centre for partnerships and advocacy materials . Recommend established contacts, networks, resources and processes to support partnerships and influencers engagement activities. Monitor/document process and effectiveness of working with these individuals/organizations. 	<p>The deliverable is monthly report which covers the following:</p> <ul style="list-style-type: none"> Identification and engagement with at least 15 new influencers Updated list of influencers and partners database (in categories) Influencers' activities coordinated and implemented according to the work plan Social media / online media monitoring alert / report on issues related with influencers that we engaged with (e.g potential risks or opportunities) Ideas pitch for influencers retention management Ideas pitch to update partnerships section in the website Summary report of each influencer engagement activities held within Communications, Public Advocacy and across clusters 	<p>Monthly report (full time work)</p>

<p>Minimum Qualifications required:</p> <p>X Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other</p> <p>Majors in: Communications/Journalism/Advertising/P ublic Relations/Digital/Social Sciences or any relevant field</p>	<p>Knowledge/Expertise/Skills required:</p> <ul style="list-style-type: none"> Minimum of 5 years of professional working experience in the field of communications, advertising, broadcasting, artist management, KOL / influencers management, digital media. Experience in influencers management agency or communications/public relations agency and/or a wide network in influencers/celebrity/KOL circle will be an asset. Dynamic skills in communicating with various types of people – i.e. influencers/celebrity management agency, high profile public figures, influencers, academics, government, etc. Good writing skill (copywriting, report writing). Good project management skill (from concept to implementation) Fluency in English and Bahasa Indonesia is essential.
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