

### TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS

<b>Title</b> Partnerships and Influencers Engagement Consultant		<b>Type of engagement</b> <input checked="" type="checkbox"/> Consultant (ZCNT)	<b>Duty Station:</b> <i>Jakarta - Consultant should be home-based and will not have assigned desk or office space.</i>
<b>BACKGROUND:</b> UNICEF Indonesia seeks to recruit a <b>National Consultant for Partnerships and Influencers Engagement</b> 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 influencers' newsletter development, for 11.5-month period.			
<b>Scope of Work</b> Under the supervision and coordination of the Partnerships Specialist, to do the below tasks:  <b>Influencers Engagement:</b> <ul style="list-style-type: none"> <li>Identify, contact, coordinate and follow up with influencers, high profile public figures, key opinion leaders and/or with their managements to support UNICEF advocacies including programme cluster needs through on-line and off-line approach (including attending relevant events/networking events)</li> <li>Develop background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally.</li> <li>Develop summary report for influencers-related activities and project evaluation report of the whole activities</li> <li>Maintain and update celebrity and partner contact lists / database for country office as well as other partnerships/influencers-related assets</li> <li>Monitor social media and online media specifically on issues related with the national ambassadors / champions / influencers that we engaged or potential to engage influencers</li> <li>Assist in coordination with third parties, implementing partners or others through activities such as organizing events / discussions / workshops / launches (virtual and/or offline).</li> <li>Assist in influencers retention management: regular meetings / interactions with engaged influencers, also selecting influencers-driven assets / comms products to be featured in UNICEF website and influencers newsletter</li> <li>Assists in the planning, logistics and administrative arrangements relevant with influencers-driven activities.</li> </ul> <b>Branding, Visibility and Partnerships:</b> <ul style="list-style-type: none"> <li>Maintain an up-to-date documentation centre for partnerships, influencers and advocacy materials.</li> <li>Recommend established contacts, networks, resources and processes to support influencers engagement and partnerships management activities.</li> <li>Monitor/document process and effectiveness of working with these individuals/organization</li> <li>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.</li> <li>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.</li> <li>Support communication and coordination with programme colleagues, external parties or stakeholders relevant with UNICEF partnerships events/engagements/activities.</li> </ul>			

\*) Ref CF.AI.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>Supervisor:</b>  Partnerships Specialist	<b>Start Date:</b>  November 2023	<b>End Date:</b>  Oct/ November 2024	<b>Number of Days (working)</b> 11.5 months (Deliverable Based)
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## Work Assignment Overview

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.

Deliverables/Outputs (incl.Tasks/Milestone)	Timeline	Deadline <sup>1</sup>
<b>Deliverable #1:</b> <ul style="list-style-type: none"> <li>Ongoing screening of approximately 50 profiles to support UNICEF advocacies for World Children’s Day 2024</li> <li>Contact and engage 10 new influencers to support UNICEF World Children’s Day advocacies and develop background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally.</li> <li>Prepare and develop 4 draft of influencers news highlight</li> </ul>	20 days	Nov/ Dec 2023
<b>Deliverable #2:</b> <ul style="list-style-type: none"> <li>Develop influencer tracker for influencers-related activities of the May-November 2023 for The Influencer Vol. VI newsletter (3 working days)</li> <li>Assist in selecting influencers-driven assets / comms products to be featured in UNICEF website and The Influencer Vol VI newsletter</li> <li>Prepare and develop briefing note of The Influencer Vol. VI newsletter for copywriter</li> <li>Liaise and coordinate with third parties, implementing partners or others to design the newsletter draft</li> <li>Identify, contact, liaise and manage to hold 1 offline/online meeting with KOL agency/Digital agency to explore partnership opportunity for influencers pro-bono campaign</li> <li>Screening estimated 20 profiles to support UNICEF advocacies for End of Year Fundraising</li> <li>Assist Partnerships Specialist and National Ambassador for a field visit</li> </ul>	20 days	Dec 2023/ Jan 2024
<b>Deliverable #3:</b> <ul style="list-style-type: none"> <li>Contact and engage 1 new influencer to support UNICEF advocacies for End of Year Fundraising and develop background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally.</li> <li>Identify, contact, coordinate and attend 1 relevant event for canvassing and build relationship with potential profiles to be engaged</li> <li>Prepare and develop 3 draft of influencers news</li> <li>Checking quality, updating the database, and assisting in the production of visibility items.</li> </ul>	15 days	Feb 2024
<b>Deliverable #4:</b> <ul style="list-style-type: none"> <li>Screening estimated 30 profiles to support UNICEF advocacies for CNY Fundraising / Nutrition / Online safety as well as accommodating programme clusters’ requests</li> <li>Contact and engage 1 new influencer to support UNICEF Ramadan Fundraising and develop background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally.</li> <li>Identify, contact, liaise and manage to hold 1 offline/online meeting with KOL agency/Digital agency to explore partnership opportunity for influencers pro-bono campaign</li> <li>Prepare and develop 3 draft of influencers news highlight</li> </ul>	15 days	March 2024
<b>Deliverable #5:</b> <ul style="list-style-type: none"> <li>Screening estimated 20 profiles to support UNICEF advocacies for Ramadan Fundraising</li> <li>Contact and engage 1 new influencer to support UNICEF advocacies and develop</li> </ul>	18 days	April 2024

<sup>1</sup> Deadline timings will be updated before the consultant contract is finalized

<p>background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally.</p> <ul style="list-style-type: none"> <li>• Develop influencer tracker for influencers-related activities of the December 2023-March 2024 for The Influencer Vol. VII newsletter</li> <li>• Assist in selecting influencers-driven assets / comms products to be featured in UNICEF website and The Influencer Vol VII newsletter</li> <li>• Prepare and develop briefing note of The Influencer Vol. VII newsletter for copywriter</li> <li>• Prepare and develop 4 draft of influencers news highlight</li> </ul>		
<p><b>Deliverable #6:</b></p> <ul style="list-style-type: none"> <li>• Liase and coordinate with third parties, implementing partners or others to design the newsletter draft</li> <li>• Screening estimated 20 profiles to support UNICEF advocacies for World Immunization Week</li> <li>• Contact and engage 1 new influencer to support UNICEF World Immunization Week and develop background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally.</li> <li>• Prepare and develop 3 draft of influencers news highlight</li> <li>• Identify, contact, coordinate and attend 1 relevant event for canvassing and build relationship with potential profiles to be engaged</li> </ul>	15 days	May 2024
<p><b>Deliverable #7:</b></p> <ul style="list-style-type: none"> <li>• Screening estimated 20 profiles to support UNICEF advocacies for Wash</li> <li>• Screening estimated 20 profiles to support UNICEF advocacies for National Children's Day</li> <li>• Manage to contact and held 1 times offline/online meeting with 1 influencer that have been engaged/support UNICEF to maintain retention partnership</li> <li>• Prepare and develop 4 draft of influencers news highlight</li> </ul>	15 days	Jun 2024
<p><b>Deliverable #8:</b></p> <ul style="list-style-type: none"> <li>• Checking quality, updating the database, and assisting in the production of visibility items.</li> <li>• Assists in the coordination of visual communication agencies or other parties in the production of the visibility item (Prepare and develop 4 draft of influencers news highlight Liaise with 1 artist/celebrity or with the management by having online/offline meeting to pitch possible partnership</li> <li>• Accommodating approximately 5 influencers screening requests from programme clusters</li> </ul>	16 days	July 2024
<p><b>Deliverable #9:</b></p> <ul style="list-style-type: none"> <li>• Screening estimated 40 profiles to support UNICEF advocacies for National Children's Day</li> <li>• Contact and engage 2 new influencers to support UNICEF National Children's Day and develop background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally.</li> <li>• Liaise and coordinate with the internal team to support the National Children's Day event.</li> <li>• Prepare and develop 3 draft of influencers news highlight</li> </ul>	16 days	Aug 2024
<p><b>Deliverable #10</b></p> <ul style="list-style-type: none"> <li>• Screening estimated 20 profiles to support UNICEF advocacies for World Breastfeeding campaign</li> <li>• Contact and engage 1 new influencer to support UNICEF advocacies and develop background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally</li> </ul>	13 days	Sept 2024
<p><b>Deliverable #11</b></p> <ul style="list-style-type: none"> <li>• Screening estimated 20 profiles to support UNICEF advocacies including to accommodate programme cluster' requests</li> <li>• Manage to contact and held 1 times offline/online meeting with 1 influencer that have been engaged/support UNICEF to maintain retention partnership</li> </ul>	14 days	Sept/ Oct 2024

<ul style="list-style-type: none"> <li>Contact and engage 1 new influencer to support UNICEF advocacies and develop background communication materials or brief for influencers, liaise and coordinate with relevant focal points internally.</li> </ul> Prepare and develop 2 draft of influencers news highlight		
<b>Deliverable #12</b> <ul style="list-style-type: none"> <li>Screening estimated 50 profiles to support UNICEF advocacies for World Children's Day</li> <li>Liaise with 1 artist/celebrity or with the management by having online/offline meeting to pitch possible partnership</li> <li>Liaise and coordinate with the internal team to support the World Children's Day event.</li> </ul>	17 days	Oct/ Nov 2024
<b>Total days</b>	<b>194 days</b>	
Travel Plan during consultancy: to Papua or other destination assigned by hiring manager		

(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)

<b>Minimum Qualifications required:</b> <input checked="" type="checkbox"/> Bachelors <input type="checkbox"/> Masters <input type="checkbox"/> PhD <input type="checkbox"/> Other Enter Disciplines: <ul style="list-style-type: none"> <li>Minimum a Bachelor's degree in communications, journalism, public relations, international relations, marketing communications, or any social science field.</li> </ul>	<b>Knowledge/Expertise/Skills required:</b> <ul style="list-style-type: none"> <li>Professional working experience in the field of communications, public relations, advertising, digital media, brand management, broadcasting, KOL / influencers / artist management, with the minimum of 2 years of experience as <b>a project manager/account manager/supervisor</b>. Experience in influencers management agency or communications/public relations agency will be an asset.</li> <li>A wide network in influencers / celebrity / KOL circle</li> <li>Dynamic skills in communicating with various types of stakeholders – i.e. high profile influencers, artist/KOL/Influencer management, comms/digital agencies, academic, government officials and enjoy networking with these various stakeholders</li> <li>Good writing skill (copywriting, report writing) in English and Bahasa Indonesia</li> <li>Familiar with digital media platforms /landscape, digital media campaigns, online activation, brand campaign</li> <li>Fluency in English and Bahasa Indonesia is essential</li> </ul>
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