

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANTS AND CONTRACTORS

Title	Funding Code (WBS and Grant/Fund ID)	Type of engagement	Duty Station:
Oky (a mobile phone period tracker and menstruation education application) Coordinator for Indonesia		<input type="checkbox"/> Consultant (ZCON) <input type="checkbox"/> Individual Contractor Part-Time <input checked="" type="checkbox"/> Individual Contractor Full-Time	Jakarta

Purpose of Activity/Assignment:

The purpose of the assignment is to:

- (1) to coordinate all Oky Indonesia activities and provide project management and technical services including monitoring of key performance indicators and reporting of the project.
- (2) to act as key focal point of contact for Oky Indonesia internal and external stakeholders in Indonesia

Background

Oky is the first-of-its-kind open-source mobile phone period tracker and menstruation education application co-created with and for girls in Low- and Middle-Income Countries. Oky illustrates innovative tech design that tackles the taboo, stigma, misconceptions/ harmful practices, and lack of quality information related to menstruation and Sexual Reproductive Health (SRH) for girls. Oky was built together with girls to meet their digital realities (connectivity, devices, literacy, gatekeepers) and increase girls' digital literacy while learning about their bodies, puberty, and reproductive health.

Indonesia was one of the initial pilot countries for Oky which was developed with girls across Indonesia using extensive user consultations and girl-centered design approaches. The Indonesia Oky app version was launched in May 2020, during the Covid-19 situation, with the theme "periods don't stop for pandemics," by UNICEF and partners, in conjunction with a series of educational events and a social media campaign.

Indonesia has promoted using digital and in-person marketing activities, including the Menstrual Hygiene Day campaign by the Ministry of Education and Culture (MoEC), Government of Indonesia. UNICEF Indonesia also hosted webinars and competitions for adolescents, talk shows with medical doctors and social media health influencers on Instagram Live, and webinars collaborating with social media influencers, Softex and Indonesian Red Cross, Chapter East Nusa Tenggara Province.

Starting April 2021, the Oky Indonesia app is being hosted and maintained by the Kopernik Foundation and its social enterprise named The Perfect Fit with support from SIMAVI, UNICEF, and the Indonesia Menstrual Hygiene Health (MHH) WASH partnership.

Over the next 2 years, UNICEF, Perfect Fit and partners will collaborate to promote Oky uptake across the Indonesian, with a focus on reaching marginalized girls in remote, under-served areas. The strategies being considered include digital marketing promotion, in-person promotion in schools and via health services, inclusion of Oky content in digital teacher training package, and peer-to-peer methodology.

Purpose

UNICEF Indonesia is seeking the services of a dedicated Consultant to coordinate all Oky Indonesia activities and provide project management and technical services with the following arrangement:

- (1) **First six months:** Contextualize the planned initiatives and activities of scaling up the Oky app across Indonesia. It includes reviewing the Oky app, the content management system together with Perfect Fit, building coordination with the UNICEF team and implementing partners, establishing new partnerships, and providing technical supports for the implementation of online campaigns and in-person promotion, development of peer-to-peer methodology, and integration of Oky into the government portals, monitoring

the progress and reporting. To operationalize the initiative plan, the consultant will develop a detailed action plan based on roles and responsibilities and advance the agenda (first six months).

- (2) **The remainder of the consultancy:** Coordinate and manage the implementation of the strategies and work plan for scaling up the Oky app from 2022 onward within the scope of work. It includes monitoring, reporting, and documentation.

There will be specific activities and consultations with girls with disabilities in Indonesia to understand how to make the app more inclusive, and these adaptations included into the next Oky Indonesia upgrade. Based on these consultations, there will be targeted promotion of Oky to disabled girls through disability and inclusion NGOs networks and channels. In addition, feedback from girls on the Indonesia Oky app is reviewed on a regular basis together with Kopernik-The Perfect Fit, and if needed, improvements to the software (including the prediction engine), Oky features, content, design and user experience will be developed and updated app versions will be released.

The Consultant will work under the overall guidance of the Chief of WASH section and day-to-day supervision of the WASH Specialist based in Jakarta.

Scope of Work:

Activities and Tasks:

Key tasks include, but are not limited to:

1. Project management
 - Lead overall coordination of all Oky Indonesia initiatives and activities to establish systematic coordination mechanisms
 - Provide close monitoring, facilitation and trouble-shooting support including adjustment of the workplan as/when needed to ensure that all activities are delivered on time and within scope
 - Analyze programme implementation status and provide regular updates on progress and challenges to core Oky team and relevant UNICEF Indonesia country office for making necessary actions
 - Prepare regular progress updates and lessons learned to Oky programme countries and other relevant stakeholders by liaising with relevant UNICEF Indonesia and regional office WASH, Adolescent, and Gender Sections
 - Create and maintain comprehensive project documentation including regular documentation of insights, learnings and outcomes of activities
 - Monitor and report on progress against the monitoring, evaluation and learning (MEL) plan
 - Support Kopernik on user analytics and reporting on user engagement of Oky Indonesia
 - Support any in-country impact assessment research in collaboration with research institutes
 - Collect and document key project information and data from UNICEF Field offices, implementing partners and line ministries in support of regular DFAT reporting, results and lessons learned
2. Stakeholder management
 - Act as key point of contact for Oky Indonesia internal and external stakeholders in Indonesia and facilitate regular check-ins and meetings among collaborators for coordination
 - Support dissemination of the Oky programme and new partnership building for scaling up by developing presentation and communication materials of Oky Indonesia work
 - Identify and set up a community of SRH, MHH and GenderTech organisations in Indonesia
 - Hold regular community of practice calls with the SRH, MHH and GenderTech community in Indonesia to share insights, get advice, promote and build a community
 - Attend regular calls and meetings with other Oky markets and implementing partners to share lessons and insights
3. User acquisition, promotion and marketing
 - Support in identifying and recruitment of digital marketing agency(s) in Indonesia

- Support management of digital marketing initiatives for Oky Indonesia (eg. vendor management: develop strategies to leverage existing digital channels such as U-Report; etc).
- Support coordination and partnership building efforts with private companies (e.g. mobile operators and Softex) to leverage private sector networks/platforms to scale up Oky
- Set up and manage in-person outreach activities through partner networks and channels
- Set up and manage integration of Oky app and content into community activities and government portals
- Set up and manage targeted promotion of Oky to disabled girls through disability and inclusion NGOs networks and channels in Indonesia, based on user consultations

4. Technical assistance

- Provide deployment support to Kopernik – the Perfect Fit such as technical support on setting up and running girls' consultations, app updates and upgrades, creation of iOS etc
- Support implementation of the peer-to-peer methodology pilot by developing a plan, coordinating with UNICEF field offices, government and implementing partners and documenting the process and outcomes.
- Support user consultations with girls with disabilities and document findings and recommendations
- Provide other technical assistance and support to Oky Indonesia activities as needed

Supervisor:	Start Date:	End Date:	Number of Days (working)
WASH Specialist	15 January 2022	31 December 2022	11.5 months (full time)

***Work Assignment Overview (SMART)**

Tasks/Milestone:	Deliverables/Outputs:	Timeline	Estimate Budget
<ul style="list-style-type: none"> • Review and analyze the current status of the Oky app, the content management system (CMS), user guide, SOP for development, work plan for scaling up, other Oky related publication documents. • Establish systematic coordination mechanisms with PerfectFit and other partners and share/discuss the analysis of the Oky app situation and workplan. 	<ul style="list-style-type: none"> - Situational analysis presentation materials - Workplan for six months. - A document mapping out the potential digital marketing agencies. - Monthly report. 	End of Jan 2022	
<ul style="list-style-type: none"> • Identify and map out the key partners (Government, NGOs, CBOs, FBOs, Young organizations) working or supporting SRH, MHH, Gender for developing a scaling up strategies • Conduct meetings with the identified potential partners to share the contents of the Oky app and discuss the opportunities for collaboration in promoting the Oky app. • Facilitate a series of meetings with the key partners on integrating the Oky app into 	<ul style="list-style-type: none"> - A document mapping all potential partners to promote Oky uptake across Indonesia. - Minutes of meetings with key partners - Draft of strategy and actions plan on the in-person outreach activities through 	End of Feb 2022	

activities in the community, and government portals, develop actions plan on the in-person outreach activities through partner networks and channels with specific attention for the targeted Oky promotion to disable girls..	the partner channels. - Monthly report		
<ul style="list-style-type: none"> • In coordination with the UNICEF team, manage the digital marketing campaign activities conducted by the selected agency. • In coordination with UNICEF Private Sector Fund raising, facilitate the development of partnerships with private sector companies such as mobile operators and KC/Softex to promote the Oky app through their channels as per the action plan. • Provide technical support to the partner (PerfectFit) in conducting Oky user assessment and analytics, including consultation with girls with disabilities. 	<ul style="list-style-type: none"> - Monitoring report on progress of digital campaign implementation. - Draft of partnership strategy with private sector. - User feedbacks/use assessment report with content development plan. - Monthly report 	End of Mar 2022	
<ul style="list-style-type: none"> • Support the development of partnership with CSOs at the national and subnational level for in-person promotion of the Oky app as per the action plan. • Provide technical support to Perfect Fit in developing peer-to-peer methodology, including piloting in UNICEF focus provinces. 	<ul style="list-style-type: none"> - Partnership with at least two companies. - Peer-to-peer methodology as well as training module and other materials for these 'Oky Sisters'. - Monthly report 	End of Apr 2022	
<ul style="list-style-type: none"> • Provide technical support to the Government and NGO partners in implementing the in-person promotion of Oky Indonesia as per the action plan. • Provide technical support and manage digital and in-person Oky promotion as per the action plan. 	<ul style="list-style-type: none"> - In person promotion implementation in at least in 7 UNICEF provinces. - Digital campaign implementation. - Monthly report. 	End of May 2022	
<ul style="list-style-type: none"> • Coordination with Perfect Fit to review the progress of campaign and promotion results, challenges and identify key priority actions to reach the target. • Provide technical support and manage the digital campaign and in-person Oky promotion as per the action plan. 	<ul style="list-style-type: none"> - Detail progress report and documentation. - Monthly report. 	End of June 2022	

<ul style="list-style-type: none"> Continue to provide technical support and manage the digital campaign and in-person Oky promotion as per the action plan. Adapt strategies as required to support attainment of planned targets. 	<ul style="list-style-type: none"> Monthly progress report Documentation of technical support and other key meetings 	End of every month from end June until end Nov 2022	
<ul style="list-style-type: none"> Detailed Consultancy Completion Report highlighting achievement of deliverables, key successes, challenges, Lessons learned/best practices and Way forward 	<ul style="list-style-type: none"> Completion report 	End of Dec 2022	

Minimum Qualifications required:	Knowledge/Expertise/Skills required:
<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"> University degree (Bachelors or higher) in Social Sciences, Gender Studies, International Development, ICT or in an area relevant to UNICEF's Gender and Innovation / Oky / digital SRH and CSE work. Specific experience in working on digital projects, products, and services, or innovation in Indonesia; experience working with women and girls preferred At least five years of progressively responsible professional experience and demonstrated track record in the area of coordination, project management, communication, and outreach – experience in operations in digital development/tech preferred Creative, innovative thinker who can also translate ideas into practical applications; “get things done” mindset. Self-starter who is happy to hit the ground running; independently motivated who doesn't require extensive set-up processes, training, orientation, or strategy development. Proven skills in communication, networking, strategic thinking, advocacy, negotiation, and ability to relate this to innovation and young people. Proven ability to conceptualize, plan and execute ideas. Fluency in English; fluency in Bahasa Indonesia is an asset. Specific experience working in Indonesia in a digital development setting. Right to work in Indonesia

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