

## Terms of Reference Individual Consultant

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| <b>Title</b>        | Senior Communications and Advocacy Expert:<br><b>National Consultant</b>  |
| <b>Purpose</b>      | To support the Social Protection Directorate of the Ministry of Gender, Children and Social Protection to review, revise and finalize a Communication Strategy for Social Protection. |
| <b>Expected fee</b> | <b>TBD</b>  |
| <b>Location</b>     | Accra   |
| <b>Duration</b>     | 30 working days spread within 3 months  |
| <b>Start Date</b>   | June 2018   |
| <b>Reporting to</b> | Social Protection Specialist  |

### Background

Social Protection has the potential to have significant impacts on incomes, equity, and access to social services for the extreme poor and vulnerable. In 2015, the Ministry of Gender, Children and Social Protection (MoGCSP) developed and approved the first National Social Protection Policy for Ghana. The Social Protection Policy provides a framework for delivering social protection coherently, effectively and efficiently in a way that is holistic and properly targeted. It defines an understanding of social protection and a social protection floor within a Ghanaian context, and provides an institutional framework for coordination as well as stakeholder collaboration in monitoring and ensuring accountability.

The Ministry of Gender, Children and Social Protection has the mandate to coordinate the overall social protection sector by providing oversight responsibility on agencies responsible for social protection delivery. To ensure sustainance and coherence of the sector, the MoGCSP has a responsibility to ensure: mobilization of sustainable funding, collaboration with partners including identification and optimization of synergies and resources, effective programme delivery and tracking of inter-programme linkages (essential for building an integrated system), regular information mobilization and knowledge management as well as monitoring, evaluation and reporting<sup>1</sup>. The Ghana National Social Protection Policy has identified communications and branding as one of the key mechanisms that will enable the MoGCSP to achieve its vision of building a well-coordinated and effective social protection system.

UNICEF supported the MoGCSP to develop a social protection communications strategy which provided guidance for the Social Protection Directorate's (SPD) communication activities last year. The SPD seeks to review the strategy and use it as a basis to develop a comprehensive communication strategy for the sector in line with the provisions of the social protection policy

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<sup>1</sup> Ghana National Social Protection Policy (2015). Ministry of Gender, Children and Social Protection.

and key social protection priorities of the government notably the new programme of building a functional social welfare system for Ghana. The Ministry need to continuously engage stakeholders in a systematic and efficient manner to enhance the delivery of programmes and increase support for the sector.

To build on the work done in the previous year, UNICEF has accepted a request from the Ministry (dated 13<sup>th</sup> April 2018 with reference number MOGCSP/HB.4/12/01/N.6) to recruit a national senior communication and advocacy expert to support the review, revision and finalization of the communication strategy to align with key requirements and priorities of the sector. The revised strategy is expected to provide detailed analysis on the knowledge gaps of key audiences, key messages for targeted groups, capacity needs assessment of key partners (including a matrix of key partners' strengths and weaknesses) modalities for leveraging on their strengths, as well as an appraised monitoring and evaluation framework.

As part of its coordinating role, the MoGCSP is expected to advocate for the development of programme specific communication strategies tailored to their needs. The revised social protection communication strategy is expected to provide a foundation for this and help build synergy between the overarching communication strategy for the sector and the programme specific communication strategies.

### **Purpose of the Assignment**

The purpose of this assignment are to:

1. Support the SPD to review the current social protection communication strategy and agree on key components required.
2. Support the revision of the current strategy into a final social protection communication strategy and its accompanying monitoring and evaluation guide and an annual implementation plan. The implementation plan will continuously be evaluated and adapted where appropriate.

### **Tasks to be Completed**

The specific tasks to be completed under this consultancy are:

- a. In collaboration with the SPD and UNICEF, facilitate working sessions with stakeholders (Social Protection Programme Managers, Social Protection Inter-Sectoral Technical Committee Members and Development Partners) to identify and agree on key components required for the communication strategy.
- b. Produce a draft revised communication strategy and share with the SPD and partners (mentioned above) for review and feedback.
- c. Produce a final draft of the communication strategy incorporating inputs and recommendations from the SPD and partners.
- d. Facilitate a validation meeting with the stakeholders/Partners mentioned above as well as members of the Social Protection Sector Working Group on the final draft, input recommendations and comment where appropriate and submit to the SPD and UNICEF.

- e. Develop and finalize an M&E guide and an annual implementation plan for the communication strategy.

### **Deliverables and Time Frame for Submission**

The following deliverables are expected:

1. Attend an inception meeting with UNICEF and the Social Protection Director and submit a roadmap for completion of the tasks three days after commencement of the contract.
2. Facilitate 3 working sessions with the SPD, Social Protection Inter-Sectoral Technical Committee Members, Social Protection Programme Managers and Development Partners to identify key components required for the communication strategy 2 weeks into the contract period (7 working days).
3. A draft of the revised communication strategy shared with the SPD Director and UNICEF 6 weeks into the contract period (10 working days).
4. Facilitate a validation meeting with the Social Protection Sector Working Group and the Social Protection Inter-sectoral Technical Committee Members as well as Development Partners on the final draft and incorporate recommendations and feedback 8 weeks into the contract (5 working days).
5. Submit a final copy of the communication strategy including an M/E guide<sup>2</sup> (to measure progress on implementation as well as on outcomes.) 10 weeks into the contract. The consultant is expected to involve UNICEF's M&E Specialist in the development of the M&E guide (7 working days).
6. Submit an annual implementation plan to the SPD and UNICEF 11 weeks into the contract<sup>3</sup> (1 working day).

### **Supervision and Reporting Arrangement**

The consultant will be formally supervised by the Social Policy Specialist - UNICEF and will work very closely with the Director for Social Protection.

### **Payment Schedule**

The consultant will be paid on two installments upon satisfactory submission of deliverables listed above. The payment will be calculated based on the number of working days.

Deliverables 2 & 3

Deliverables 4, 5 & 6

### **Time Frame**

It is expected that the assignment would be completed within 3 months.

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<sup>2</sup> Consultant will be expected to submit both soft and hard copies of the strategy. The final communication strategy should not exceed 40 pages inclusive of all relevant graphs and charts, GOG logo/design (on the cover page) and references if applicable. The font size and type should be 12 and New Times Roman respectively.

<sup>3</sup> The implementation plan should not exceed 5 pages. Font size and type should be same as above.

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### **Expected Qualifications, Experience, Specialised Knowledge/Skills and Competencies**

- Advanced degree in mass communications, public relations, communication analysis and planning, social development communication or other relevant disciplines.
- At least 10 years of relevant professional work experience.
- Proven track record and experience in conducting communications needs analysis and strategic design as well as managing communication campaigns is required.
- Familiarity with the Ghanaian social protection landscape is required.
- Strong interpersonal skills and experience of working with a range of stakeholders will be an asset.
- Good facilitation and communication skills is required.

### **General Conditions: Procedures and Logistics**

- The consultant will be expected to use his/her own computer/software and office.
- The assignment will be based in Accra and does not require field visits.
- Consultant will be paid DSA when required to attend overnight workshop/trainings outside Accra.
- Professional Fees will be paid in 2 installments based on deliverables as indicated above.
- The consultant will have access to UNICEF transport fitted with Security Radio when out to conduct workshop outside Accra.

### **Policy both Parties should be Aware of**

- Under the consultancy agreements, a month is defined as 21 working days, and fees are prorated accordingly. Consultants are not paid for weekends or public holidays.
- 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.
- Consultants will not have supervisory responsibilities or authority on UNICEF budget.
- Consultant will be required to sign the Health statement for consultants/Individual contractor prior to taking up the assignment, and to document that they have appropriate health insurance, including Medical Evacuation.
- The Form 'Designation, change or revocation of beneficiary' must be completed by the consultant upon arrival, at the HR Section.