

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

TERMS OF REFERENCE (to be completed by Hiring Office)			
Requesting unit:	UNFPA Regional Office for Eastern Europe and Central Asia in Istanbul		
Purpose of consultancy:	The Consultant contributes to the implementation of effective communication strategies and activities in the Global Programme on Son Preference and Gender-biased Sex Selection (GBSS) in the region by providing support to relevant programme activities as per the approved outputs within the Regional Programme, with a focus on story writing and editing, systematization of best practices, as well as website and social media related tasks.		
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>1. Research, draft, and/or edit communications materials</p> <p>1.1. Feature stories (one bimonthly) video stories, data visualization, social media posters, online quizzes, and other creative media project</p> <p>1.2. Plan and coordinate 2 outreach initiatives with materials (audio-visual materials, social media content, press materials, talking points if needed) to be sent to HQ and upload into MenEngage platform</p> <p>2. Communication support to COs and HQ on the GBSS programme</p> <p>2.1. Consult with COs and develop a plan to support UNFPA Country Offices (COs) in implementing Global Communications and advocacy tool developed during phase I and provide the support identified to the 3 COs</p> <p>2.2. Collect, curate and uploaded information/products/materials produced in COs and upload into MenEngage Platform</p> <p>2.3. Support webinars, including inter-ministerial dialogues organized by COs and HQ on GBSS with talking points, logistics communication support, outreach and content generation for social media (3 events)</p> <p>2.4. Develop key messages, materials for infographics, and social media packages for publication around major international days and other key events (continuously, as required)</p> <p>3. Knowledge management and sharing of GBSS programme</p> <p>3.1. Draft 2 documents of best practices and/or lessons-learned implemented by COs;</p> <p>3.2. Provide support to HQ and COs communications and advocacy initiatives and campaigns related to GBSS (as required)</p> <p>2. Other related tasks as required</p>		
Duration and working schedule:	Part-time during the period between 26 July 2021- 15 Jan 2021, for the total number of work days not to exceed 61.5.		
Place where services are to be delivered:	Home-based The work will be delivered electronically, via e-mail and online, based on the deadlines agreed in advance.		
Payment and fees, delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	Deliverable	Number of days	Suggested schedule
	1.1 Three (3) feature stories with communications materials	9	One by monthly
	1.2 Two (2) communication outreach initiatives on GBSS programme results implemented	8	One every 3 months
	2.1 Draft plan finalized and to support UNFPA Country Offices (COs) in implementing Global Communications and advocacy tool developed during phase I, conducted	6	by 4 August 2021

	2.2. Communication and dissemination materials produced in COs curated and upload into MenEngage Platform every month	3	Every month
	2.3. Talking points, logistics communication support, outreach and content generation for social media drafted and designed for 3 events organized by COs and HQ on GBSS.	6	By Monthly (as required)
	2.4. Key messages, materials for infographics, and social media packages for publication around major international days and other key events drafted (continuously, as required)	10	Every two weeks (as required)
	3.1. Two (2) documents of best practices and/or lessons-learned implemented by COs drafted and published	10	One every 3 months
	3.2. Communications and advocacy initiatives and campaigns related to GBSS organized by HQ supported from the regional office (as required)	6	Every 3 months
	3.3 Participation in internal gender, GBSS and communications team meeting, liaise with UNFPA communication staff in COs, ROs and HQ	3.5	Every week
	The work will be delivered electronically, via e-mail and online, based on the deadlines agreed in advance.		
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The supervisor will set milestones and deadlines and monitor progress on an ongoing basis.		
Supervisory arrangements:	The international consultant will work under the overall supervision of the Regional Gender adviser.		
Expected travel:	No travel is foreseen.		
Required expertise, qualifications and competencies, including language requirements:	<p>The consultant should have the following educational background, qualifications and expertise:</p> <p>Education:</p> <ul style="list-style-type: none"> Advanced degree in Communications, multimedia, digital media, communications, journalism, marketing, health education/promotion, public health, social sciences, or other field directly related to the substantive areas of this position is desirable. <p>Knowledge and Experience:</p> <ul style="list-style-type: none"> Minimum of 5 years of relevant professional experience in communications with government, UN or NGOs on issues Demonstrable experience in the field of gender equality Proven experience with the use of social media and other channels for effective advocacy, knowledge sharing and campaigning; Strong advocacy and networking skills with the ability to liaise with and engage government, UN agencies, CSOs, media and other stakeholders in a professional and friendly manner; Experience in the use of ICTs to support networking across countries. <p>Languages:</p> <ul style="list-style-type: none"> Fluency and excellent writing skills in English and Russian. 		
Inputs / services to be provided by UNFPA or implementing partner (e.g			

support services, office space, equipment), if applicable:	
Other relevant information or special conditions, if any:	<p>Payment will be made in 3 installments for the actual number of days worked at a fixed daily rate upon satisfactory completion of agreed deliverables and acceptance by UNFPA as following:</p> <p>1st Installment - upon accumulation of 20 work days 2nd Installment - upon accumulation of next 20 work days Final installment at the end of the assignment for the remaining days work, with the total number under this contract not to exceed 61.5 work days.</p> <p>Chart of Accounts RECA8GD2_ACT04HARMPRAC_FPA80_1900</p>
<p>Signature of Requesting Officer in Hiring Office:</p> <p>Date:</p>	