Terms of Reference

I. Post Title: Communications Consultant

II. Type of Contract: Individuals as well as Companies are encouraged to apply

III. Contract Duration: 4 months

IV. Deadline for application: 1 August 2020 Deadline (midnight, Addis time)

V. Application to be sent to: aa.recruitment@unesco.org entitled “Education for Health and Well-being Communications Consultant”

VI. BACKGROUND

The main purpose of this function is to develop a communications strategy for Education for Health and Well-Being (EHW) curriculum integration and promotion among stakeholders including the EHW Technical Working Group under the Education for Health and Well-Being project. EHW is the new contextualized, culturally sensitive, age appropriate, scientifically accurate version of Comprehensive Sexuality Education. The nomenclature and content of EHW takes into account the religious, cultural and legal context of Ethiopia. The EHW TWG aims to advocate for EHW to ensure the adolescent and young people of Ethiopia have the health and well-being information and skills they need to live health and fulfilling lives. The communication strategy will set the framework for a nationwide media and social media campaign on EHW. The communication strategy will also work to advocate for the new EHW framework for Ethiopia.

SCOPE OF WORK, RESPONSIBILITIES

The Communications Consultant will develop and support the development of a communications and an advocacy strategy, which will be implemented by the EHW TWG and is geared to:

- Advocating for EHW-related issues, raise awareness, influence public opinion;
- Exploring and maximizing media outreach and contribute to the mobilization of strategic support for EHW;
- Scale-up, document and make visible achievements and results.
- Engaging in EHW workshops/discussions and EHW TWG meetings and compile concise responses
- Enhancing fact based information and communication doc (leaflet, fact sheet) on EHW for institutions and the media as a tool for

- Technically assisting the communication team of the TWG in issues related to EHW briefings and press releases

VII. **Summary of Key Functions:**

Under the guidance and direct supervision of UNESCO and the EHW TWG in cooperation with the communication sub team of the TWG, the Communications Consultant takes the lead on the development of a high quality communications and advocacy strategy. The Communications Consultant shall undertake the following:

- Meet with Project Managers and participate in events and meetings as need be;
- Design, formulate and lead the development of the communications and advocacy strategy for EHW.
- Enhance the EHW media and online presence and information dissemination by upgrading the quality and use of existing media/information platforms (webpage, Facebook, twitter, YouTube, press releases, articles, video documentaries, etc.);
- Consult and meet with national project counterparts, stakeholders and beneficiaries to ensure their views are captured in outreach activities to reflect the human element and development results of the project;
- Support project events (launches, ceremonies, etc.) with a view to issue actionable recommendations to improve event management, outreach and advocacy around key development dimensions;
- Advise on and support the organization of publicity/outreach for the project, knowledge sharing events and promotional opportunities; and
- Participate and support the communications network of the project.
- Contribute to identifying new and creative ways to enhance visibility and outreach of project deliverables and results.

VIII. **Deliverables:**

- Design a communications and an advocacy strategy for Education for Health and Wellbeing.
- Prepare action plan for the project identifying key developmental issues to prioritize advocacy and awareness raising efforts; audiences and stakeholders, channels, tactics, positioning, messages, crisis communication plan, outputs and activities; communications and outreach tools/channels etc;
- Create enabling skills of the EHW TWG communications sub team on the elements of advocacy and communications strategy, social media management and specialized copywriting. (report)

- Meet with Project Managers and participate in events and meetings as need be;
- Design, formulate and lead the development of the communications and advocacy strategy for EHW.
- Enhance the EHW media and online presence and information dissemination by upgrading the quality and use of existing media/information platforms (webpage, Facebook, twitter, YouTube, press releases, articles, video documentaries, etc.); (together with national project counterparts, stakeholders and beneficiaries)
- Produce concise information communication on EHW for to ensure their views are captured in outreach activities to reflect the human element and development results of the project;
- Support project events (launches, ceremonies, etc.) with a view to issue actionable recommendations to improve event management, outreach and advocacy around key development dimensions;
- Advise on and support the organization of publicity/outreach for the project, knowledge sharing events and promotional opportunities; and
- Participate and support the communications network of the project.
- Contribute to identifying new and creative ways to enhance visibility and outreach of project deliverables and results.

IX. Impact of Results:

The key results have an impact on the strategic and effective development and positioning of the project. Timely and sensitive presentation of information focusing on results and transformational impact enhances the project prospects.

X. Qualifications and Competencies:

- Master’s degree in communications, media relations, journalism, international relations or related studies.
- A minimum of 6 years of experience with a proven professional record in working in the field of media and communication, with media channels and online communications platforms.
- General understanding of Sexual and reproductive Health especially Comprehensive Sexuality Education now Education for Health and Well-being context
- Experience in the usage of media technology, social media for public information/advocacy, and good knowledge and experience in handling of web-based management systems.
- Experience at the national or international level in public relations, communications or advocacy would be desirable but not a requirement; - Advanced skills in graphic design and desktop publishing.
- Experience using Adobe Creative Suite.
- Ability to produce a wide range of communication supports, including infographics, Prezi presentations, videos, and layouts for both web and print.
- Fluency in English
- Excellent team-building and interpersonal skills.
- Excellent analytical skills.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- Prior experience to the work of the United Nations, development issues is an advantage but not a requirement

XI. Evaluation

Individual consultants will be evaluated based on the following methodology:

Only candidates obtaining a minimum of 45 points in the technical evaluation would be considered for the Financial Evaluation.
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<thead>
<tr>
<th>Criteria</th>
<th>Weight</th>
<th>Max. Points</th>
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<tbody>
<tr>
<td>Technical</td>
<td>70</td>
<td>70</td>
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<tr>
<td>Experience in design and implementation of communication strategies, plans and activities</td>
<td>30</td>
<td>30</td>
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<tr>
<td>Designed and implemented trainings in communications / on-the-job training</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Experience in using technology and innovation for public outreach on Sexual and Reproductive Health issues (social media, etc.)</td>
<td>20</td>
<td>20</td>
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<tr>
<td>Financial</td>
<td>30</td>
<td>30</td>
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XII. TERMS OF PAYMENT

- 20% upon submission of a brief assessment of current EHW communications means and approaches
- 40% upon submission of the Communications and Advocacy Strategy and Action Plan for the project
- 30% upon submission of final report

XIII. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individuals must submit the following documents/information to demonstrate their qualifications:

1. Cover letter explaining why you are the most suitable candidate for this assignment.
2. CV including past experience and at least 3 references
3. Financial proposal (lump sum amount)

Applications should be submitted through an email titled “Education for Health and Wellbeing Communications Consultant” to the following e-mail address: aa.recruitment@unesco.org