

TERMS OF REFERENCE Communications Analyst

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	Country Office
Purpose of consultancy:	<p>A. Project Description</p> <p>The year 2019 is unique as it marks two important milestones in the field of sexual and reproductive health and reproductive rights: 50 years since the United Nations Population Fund (UNFPA) began operations globally, and 25 years since the landmark International Conference on Population and Development (ICPD) in Cairo where 179 governments – including the Philippines – agreed on a call for all people to have access to comprehensive reproductive health care, including voluntary family planning, and safe pregnancy and childbirth services.</p> <p>In the fourth quarter of 2019, UNFPA Philippines has communications activities that will require a communications consultant. They include the “Humans of ICPD” campaign which will put a human face to the ICPD to inform key stakeholders about the Programme of Action, and why the ICPD is critically important.</p> <p>UNFPA also observes the International Day for the Elimination of Violence against Women (VAW) on 25 November. This international observance raises awareness of the continuing toll of gender-based violence. In the Philippines, the 18-Day Campaign to End VAW is from November 25 to December 12. It supports the Philippine Government’s goal to protect the human rights of women and its commitment to address all forms of gender-based violence. Together with partners, UNFPA will have an event for this international day of observance.</p> <p>Lastly, UNFPA is currently conducting a Department of Foreign Affairs and Trade (DFAT)-funded program on “Protecting Women and Girls Affected by the Marawi Armed Conflict in Mindanao,” that includes communication components.</p> <p>UNFPA seeks to obtain the services of a communications consultant that will support these activities in a variety of ways.</p>
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>A Communications Consultant will be engaged by UNFPA to perform the following specific tasks and functions for the “Humans of ICPD” campaign, Nairobi Summit, POPDEV Week, 18-Day Campaign to End VAW, and the DFAT-funded “Protecting Women and Girls Affected by the Marawi Armed Conflict in Mindanao”:</p> <ul style="list-style-type: none"> • Oversee the work and deliverables of the communications agency engaged for the project “Protecting Women and Girls Affected by the Marawi Armed Conflict in Mindanao” • Researching, writing, editing, and publishing press releases, media advisories, post-event press releases, and news articles for Sexual Reproductive Health and Rights, Population and Development, and GBV • Supporting the development and distribution of human-interest stories • Assisting with planning and execution of events, including media relations • Performing reporting and communications-related administrative tasks as needed • Cataloging and managing creative assets, including photo libraries, publications, signage, event collateral and other materials

	<ul style="list-style-type: none"> Developing social media posts and managing social media properties Supporting UNFPA advocates such as Catriona Gray 	
Duration and working schedule:	This national consultancy will be on a part-time with a duration not exceeding 45 days spread over October to December 2019.	
Place where services are to be delivered:	Duty station will be in UNFPA Country Office (Mandaluyong City) with travel requirements to areas such as Marawi City and municipalities in Lanao del Sur to provide technical assistance to the engaged communications agency and accompany media personnel as applicable.	
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	Detailed Work Plan	Within the first week after the official start date
	Midterm accomplishment report	15 November 2019
	Final Report	31 December 2019
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The deliverables described above shall be prepared by the Communications Consultant, reviewed and verified by the National Programme Officer – Gender/Gender-based Violence and cleared by Population and Development Officer as needed.	
Supervisory arrangements:	The project will be under the overall supervision of the UNFPA Country Representative, and the direct supervision of the UNFPA National Programme Officer - Population and Development and the National Programme Officer - Gender/Gender-based Violence.	
Expected travel:	As the need arises.	
Required expertise, qualifications and competencies, including language requirements:	<p>Job requirements:</p> <ul style="list-style-type: none"> Bachelor's degree required; advanced degree preferred in journalism, international relations, development or related fields Three years of experience in Communications, preferably in an international development or public health organization. Demonstrated experience in project management for communications. Excellent writing, editorial and project management skills. Demonstrated ability to synthesize complex technical/scientific language for the web and other audiences/platforms. Strong interpersonal and coordinative skills. Fluency in English required <p>Corporate Competencies:</p> <ul style="list-style-type: none"> Integrity, commitment, cultural sensitivity and valuing diversity; Building and managing relationships; and Personal leadership and effectiveness. <p>Functional and Technical Competencies:</p> <ul style="list-style-type: none"> Business acumen; Implementing management systems; Innovation and marketing of new approaches; Client orientation; Organizational awareness; Strategic alignment of human resource practices; Promoting organizational change and development Impact and influence; and Job knowledge/technical expertise. 	

