**TERMS OF REFERENCE FOR CONSULTING FIRM**

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| Development of a Strategic Communication Plan for the Longitudinal Cohort Study on the 10 Year Old Girl and Boy Child |
| Hiring Office: | United Nations Population Fund – Philippines Country Office |
| Background and Rationale | The Longitudinal Cohort Study is a 15-year, nationwide study on Filipino adolescents that aims to put a human face to the 2030 Agenda for Sustainable Development and inform policy making and development programming on health, education and other key areas for today’s and tomorrow’s young people.The study will follow a group of 5,000 10-year old Filipino girls and boys from 2016 to 2030, to observe the changes they go through, the opportunities and challenges they face, as well as the kinds of choices they make. Due to the long-term duration of the study and its goal of putting a human face to the 2030 Agenda for Sustainable Development, it is critical to develop a communications strategy to effectively deliver results. |
| Purpose | The strategic communications plan will serve as the basis for the how the Cohort Study will be communicated over the 15-year period. It will serve as a guide for both the implementers of the communications strategy and the project’s stakeholders to achieve communication objectives. In order for such a communications strategy to be realized, it is important to make investments in dedicated personnel who will conceptualize and plan the strategy. |
| Objectives | The objective is to develop a strategic communication plan that will aid in the promotion of the longitudinal cohort study and its results over a period of the 15 year implementation |
| Scope of work:*(Description of services, activities, or outputs)* | The Consulting Firm is expected to develop a strategic communication plan designed to promote the Cohort Study and its results until 2030. This will be done in consultation with the implementing partner, the Chairperson and members of the National Steering Committee, UNFPA Philippines staff and stakeholders. The firm will develop a comprehensive work plan for the entire duration of the Cohort Study including: activities, expected outputs, performance indicators, resources, timeline, and means for monitoring and evaluating the progress and success of the plan. |
| Process and Methodology | The Consulting Firm is expected to review reference documents, conduct interviews with the index children (anonymous) and their parents (anonymous), local government leaders, research institution, Chairperson and the members of the National Steering Committee and other key stakeholders for the development of the communication objectives of the Cohort Study, the specific audiences in mind, key messages and communication methods to be implemented. |
| Time Frame | The Consulting Firm will be engaged for 80 working days spread over four months (01November 2018– 28 February 2019) and shall be paid the fees based on the delivery of the following outputs and corresponding tranches.  |
| Travel Cost | Travel cost will be included in the cost proposed by the consulting firm |
| Delivery dates and how work will be delivered (*e.g.* electronic, hard copy etc.): | * An Inception Report that operationalizes the content of the TOR, including methodology, action plan, and outline of the document;
* Submission and presentation of the first draft of the Strategic Communication Plan for the promotion of the cohort Study and its results; and
* Final version of the Strategic Communication Plan incorporating the feedback from UNFPA and other stakeholders.

The Consulting Firm wil be paid in four tranches after approval of key deliverables, as shown below.

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| **Key Deliverables** | **Payment schedule/amounts** |
| 1. Inception Report
 | Within seven (7) working days from contract signing20% of total value of contract (upon UNFPA’s acceptance of the inception report) |
| 1. Draft Strategic Communications plan
 | Within sixty (60) working days from contract signing40% of total value of contract (upon UNFPA’s acceptance of the report) |
| 1. Final Strategic CommunicationsPlan (submitted in hard and electronic copies)
 | Within (80) working days from contract signing40% of total value of contract (upon UNFPA’s acceptance of the report) |

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| Monitoring and progress control, including reporting requirements, periodicity format and deadline: | Regular meetings will be held between the Consulting Firm and the Country Representative, Asst. Representative, NPO for RH, M and E Officer, Media and Communications Officer and the Programme Coordinator to track the progress of the strategic communications plan. |
| Supervisory arrangements:  | While the Consulting Firm is expected to work independently, the Consulting Firm will work closely with the UNFPA Country Representative, the Assistant Representative, M and E Officer, Media and Communications Officer, the Programme Coordinator and the International Operations Manager, the latter for operational issues that may affect the strategic communications plan. |
| Required expertise, qualifications and competencies, including language requirements: | **Job requirements of Consultants to be part of the consulting firm:*** First level university degree in Public Health, Population, Management, Demography, Development, Economics or Public Administration, or Communications is required;
* Advanced Degree in Public Health, Population, Management, Demography, Development, Economics, Public Administration or Communications **or** at

least five (5) years of relevant experience in communications work; * Experience in communications strategizing and successful launching of a communications campaign work will be an advantage;
* Proficiency in current office software applications;
* Familiarity with UN policies and principles will be an advantage;
* Strong analytical and strategic thinking and a commitment to results;
* Ability to organize work effectively and to meet planned deadlines;
* Demonstrated ability to work harmoniously with persons of different backgrounds in multicultural environment;
* Must possess negotiations skills;
* Experience working with national or local government partners; and
* Familiarity with government planning processes and systems.

**Core Competencies of Consultants to be part of the consulting firm:*** Integrity, commitment, cultural sensitivity and valuing diversity;
* Developing people/Coaching and Mentoring;
* Building and managing relationships; and
* Personal leadership and effectiveness.

**Functional Competencies of Consultants to be part of the consulting firm:*** 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.
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| Name and Signature of Requesting Officer in Hiring Office:  Jose Roi Avena Rena DonaMonitoring and Evaluation Officer Assistant RepresentativeApproved by: Klaus Beck Country RepresentativeAllotment Account Number: PHL7U103 –FPA90- 62800- COMMS-COHORT- PU0074 |