

**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT  
COMMUNICATION AND ADVOCACY**

<b>TERMS OF REFERENCE (to be completed by Hiring Office)</b>	
Hiring Office:	UNFPA Turkmenistan Country Office
Purpose of consultancy:	<p>UNFPA Turkmenistan is in the end of its fourth programme cycle, which is focused on upstream advocacy. UNFPA Country Office boosts its advocacy efforts to increase its visibility on high political agenda, as well as in the region. In this regard, series of advocacy events will be held throughout the year geared to influence the development agenda of Turkmenistan, promote public and media outreach and mobilize political and financial support for UNFPA Turkmenistan Country Office.</p> <p>UNFPA Communication Consultant will provide support in organization of the programme and office-wide advocacy activities and events, and development of the communication and media products.</p> <p>The consultant will provide analytical support in preparation for the new Country programme Document, Nairobi Summit on ICPD25 and provide regular visibility inputs through maintaining the UNFPA Country Office website and social media accounts. Additionally, in order to complement the resource mobilization efforts of the Country Office, the consultant will be expected to provide support in development of the donor factsheets, reports and other briefing materials when needed.</p>
Scope of work:	<ul style="list-style-type: none"> <li>- Provide full communication support to prepare to the Nairobi Summit on ICPD25 and arrange other relevant advocacy events after the Summit;</li> <li>- Provide assistance in planning and implementation of the UNFPA public and advocacy events with the partners, including the annual launch of the State World Population Report, Country Programme related events, UN Days and other key events;</li> <li>- Develop communication and advocacy briefs for variety of audience and partners related to UNFPA programmes and mandate;</li> <li>- Coordinate information and advocacy events for creating and enabling community environment to address Reproductive Health, Youth Development, Gender and population development issues in close collaboration with relevant programme staff;</li> <li>- Draft briefing notes, talking points, press releases and communication relevant documents, prepare press releases and articles for local press and disseminate information about UNFPA to the requesting parties;</li> <li>- Establish and maintain network of public communication and media contacts;</li> <li>- Facilitate development and further regular updates of the Country Office's website; promote UNFPA mandate through its social media networks;</li> <li>- Travel to the field programme sites and draft human interest stories highlighting the impact of the joint work of the Government and UNFPA;</li> <li>- Maintain strong interaction with communication and media stakeholders,</li> <li>- Any other duties assigned by the Supervisor.</li> </ul>
Duration and working schedule:	15 August – 30 November 2019
Place where services are to be delivered:	Ashgabat, Turkmenistan (field visits are envisaged)
Supervisory arrangements:	UNFPA Assistant Representative

Expected travel:	If required
Required expertise, qualifications and competencies, including language requirements:	<ul style="list-style-type: none"> <li>- Completion of higher education/postgraduate level in Communication/Media field or any Social Science areas.</li> <li>- At least 2 years of relevant professional experience in the public or private sector.</li> <li>- Clear understanding of communication and advocacy concepts, knowledge of social media networks;</li> <li>- Experience in design and delivery of information dissemination activities is desirable;</li> <li>- Proficiency in current software applications</li> <li>- Experience of working at or with a UN agency or other international organisation is an asset.</li> <li>- Background knowledge on development issues and /or areas related to the UNFPA mandate (reproductive health, population and development, gender equality) will be a strong asset.</li> <li>- Strong written knowledge of English, Russian, and Turkmen languages.</li> </ul>
Other relevant information or special conditions, if any:	Remuneration as per UN Salary Scale