

## TERMS OF REFERENCE FOR NATIONAL DIGITAL COMMUNICATIONS CONSULTANT

<b>TERMS OF REFERENCE (to be completed by Hiring Office)</b>	
Hiring Office:	UNFPA Turkmenistan Country Office
Purpose of consultancy:	<p>UNFPA Turkmenistan Country Office is currently implementing its fifth Country Programme Document for 2021-2025. The new programme will require support in innovative approaches in reaching out to stakeholders and women, young people, with focus on the vulnerable groups in ending the unmet need for family planning, the preventable maternal deaths, as well as ending the gender-based violence in all its forms.</p> <p>Donors and other partnerships visibility will also be placed as a priority, specifically through interactive content via social media and digital platforms.</p> <p>The advocacy priorities for UNFPA will include census and demographic resilience, bodily autonomy and reproductive rights, youth engagement and addressing the gender-based violence, among others.</p> <p>The Digital Communications Consultant will assist the office in generating and delivering compelling social media and online content and campaigns in social media and digital platforms related to women, men, youth and adolescents and UNFPA's stakeholders to advance UNFPA mandate and visibility.</p> <p>Within the framework of the UNFPA's gender equality and youth programme, the consultant will also maintain Men Engage and Yashlyk platforms, including regularly posting of the new articles, materials based on the results of all relevant surveys and studies, videos and resources, translation and adaptation to the local context, conducting the online campaigns based on this and other UNFPA platforms and channels.</p> <p>This is a full-time consultancy, office based.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<ol style="list-style-type: none"> <li>1. Contribute to expansion and strengthening of UNFPA CO's <b>web and online social media presence</b> through:               <ol style="list-style-type: none"> <li>a. maintaining the web and social media channels in three languages,</li> <li>b. interacting with new and existing audiences online with guidance from UNFPA Communications team, and</li> <li>c. deepening engagement across all UNFPA social media platforms; Instagram, Facebook, Twitter, Youtube, IMO.</li> </ol> </li> <li>2. Assist in preparing <b>social media packaging</b> including stories, information education graphic materials, photos, advocacy images, contests, campaigns, audio, video, and social media campaigns including but not limited to:               <ol style="list-style-type: none"> <li>a. International days on Youth, Older persons, People with disabilities, Human rights, World Population Day, etc.</li> <li>b. 16 days of activism against gender-based violence.</li> <li>c. Gender and Youth:                   <ol style="list-style-type: none"> <li>i. Support the campaigns and related events, and boost the engagement rate for the #ErkeklerHem, MenEngage Social media ethics, Domestic violence survey results, and positive social norms campaigns, etc.</li> </ol> </li> <li>d. Reproductive health:                   <ol style="list-style-type: none"> <li>i. Social media packages on women and girls' health and rights, including women with disabilities, cervical &amp; breast cancer, results of the relevant studies and reports;</li> </ol> </li> <li>e. Population Dynamics: Census results and population trends;</li> </ol> </li> <li>3. Create infographics and data visualization for UNFPA programmes, publications, flagship events, initiatives, and campaigns;</li> </ol>

	<ol style="list-style-type: none"> <li>4. Generate and analyze reports on web traffic using <b>Google analytics</b> and other social media focused analytics;</li> <li>5. Assist in maintaining the UNFPA page YASHLYK which provides information for young people: <ol style="list-style-type: none"> <li>a. translate and publish the final edited version of the articles;</li> <li>b. facilitate scheduled online consultations and discussions on social platforms and increase visibility of the Yashlyk Page;</li> <li>c. respond to the incoming comments upon clearance from the supervisor and monitor the activity on Yashlyk through Google analytics;</li> <li>d. publish weekly survey questions and visualize the results;</li> <li>e. monitor the Yashlyk social media page and provide guidance;</li> <li>f. prepare monthly detailed analysis report.</li> </ol> </li> <li>6. Maintain the MenEngage platform: <ol style="list-style-type: none"> <li>a. research and stay up-to-date with the MenEngage platforms and initiatives in the region and globally;</li> <li>b. develop new adapted resources including articles, posts, videos and data visualization based on the results of all relevant surveys and studies on MenEngage;</li> <li>c. design the online campaigns based on the existing resources;</li> <li>d. prepare monthly detailed analysis report on content, users and feedback, with follow-up actions and plans for the next month.</li> </ol> </li> <li>7. Support the Communications team in updating the CO photo and video archive, specifically on relevant social media platforms (Flickr, etc).</li> <li>8. Support in implementing the activities outlined in Communications Plan</li> <li>9. Involve and support in implementing activities decided at the UN Communication Group to be jointly organized</li> <li>10. Perform select back-up functions of the Communications Analyst as agreed with the supervisor during the absence of the staff member.</li> <li>11. Design and launch a digital campaign on social media platforms to advocate for and promote gender equality, men engagement, foster positive social norms in the family, and raise awareness of CSSF activities in Turkmenistan.</li> </ol>
Duration and working schedule:	Expected duration of this assignment is 5 months with possible extension from <b>14 October 2024 to 31 March 2025</b> including operational closure of the contract.
Place where services are to be delivered:	UNFPA Office in Ashgabat, Turkmenistan
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	Submission of the Consultancy Report that reflects the work as described under the "Scope of work" by 30 <sup>th</sup> of each month.
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The IC will closely work with Programme and Operations staff; the work will be monitored by Communications Analyst under the overall guidance of the Head of Office. The NPA on Gender and Youth will monitor specific assignments related to programme portfolio. The Digital Communication consultant will report progress on a monthly basis.
Supervisory arrangements:	The consultant will be directly supervised by Communications Analyst under the overall guidance from the Head of Office.
Expected travel:	Travel is possible upon prior approval of the Head of Office and subject to funds availability. Travel costs will be covered according to the UNFPA's Duty Travel Policy.

Required expertise, qualifications and competencies, including language requirements:	<p><b><u>Qualifications and Education</u></b></p> <ol style="list-style-type: none"> <li>1. Bachelor's degree in the field of marketing, communications, journalism or related field will be an asset;</li> <li>2. At least 2 years of professional experience in maintaining social media accounts, especially Instagram, Facebook, and Twitter, as well as experience with new media executions;</li> <li>3. Excellent understanding of social media platforms, with a proven ability to analyze trends, conduct research, and identify opportunities for engagement and growth</li> <li>4. Experience with graphic design, ability to create designs for digital media purposes in open source graphic design programmes, such as Canva;</li> <li>5. Experience in video editing, utilizing CapCut to produce engaging and impactful content.</li> <li>6. Experience developing compelling content to generate response from audiences online;</li> <li>7. Experience in visualizing the qualitative and quantitative analytics;</li> <li>8. Must have an active presence in major social media platforms, including but not limited to Instagram, Facebook, Twitter, Google+, and LinkedIn;</li> <li>9. Ability to take quality photographs and videos; and photo/video editing skills;</li> <li>10. Excellent knowledge of written and oral Turkmen or Russian and English languages</li> <li>11. Must have organizational skills, reporting and problem-solving skills</li> <li>12. Excellent interpersonal skills and ability to establish and maintain effective working relations in a mixed-gender environment</li> <li>13. Any other related tasks as may be required or assigned by Communications Analyst.</li> </ol>
Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:	UNFPA Turkmenistan CO will provide necessary materials and office space to conduct the consultancy.
Other relevant information or special conditions, if any:	<p>The consultancy fee will be calculated based on NOA level of the UN salary scale effective 1 November 2020 and will be paid on a monthly basis upon completion of deliverables.</p> <p>TKM05GEN, MENEDUCATE, PU0074, 54700, 71305, UKB60 TKM05RHR, ADVCOMM, PU0074, 54700, 71305, FPA90 (alternative)</p>
<p>Signature of Requesting Officer in Hiring Office:</p> <p>Date:</p>	