

TERMS OF REFERENCE FOR DIGITAL COMMUNICATIONS CONSULTANT

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	UNFPA Turkmenistan Country Office
Purpose of consultancy:	<p>UNFPA Turkmenistan Country Office is finalizing its Country Programme Action Plan for 2016-2020 and a new five-year Country Programme Document will start in 2021. The new programme will require support in innovative approaches in reaching out to women, young people, donors and other stakeholders, specifically through interactive content via social media and digital platforms.</p> <p>The Digital Communications Consultant will assist the office in generating and delivering compelling content in social media and digital platforms related to women, youth and adolescents to advance UNFPA mandate and visibility. This is a part-time position.</p>
Scope of work: <i>(Description of services, activities, or outputs)</i>	<ol style="list-style-type: none"> 1. Proactively create and/or adapt content related to women, youth and adolescents, including stories, information education graphic materials, photos, advocacy images, contests, campaigns, audio, video, infographics and data visualization in cooperation with UNFPA programme and communication team and adapt for social media, posting daily to respective channels; 2. Contribute to growing and strengthening of UNFPA CO's social media activities through maintaining the web and social media channels, interacting with new and existing audiences online and deepening engagement across all UNFPA social media platforms; 3. Assist in preparing social media packs for flagship events, initiatives, campaigns; 4. Generate and analyse reports on web traffic using Google analytics and other social media focused analytics; 5. Assist in maintaining the UNFPA youth website (www.yashlyk.info), which provides health information for young people and work together with Yashlyk! Team to continuously improve the design and content of the website; facilitate scheduled online consultations and discussions on Yashlyk! website.
Duration and working schedule:	16 March – 30 September 2020
Place where services are to be delivered:	UNFPA Turkmenistan Country Office
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	Desk-work with possible field visits, if needed for the content development
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The digital communication consultant will report progress on a weekly basis
Supervisory arrangements:	The consultants will be directly supervised by National Programme Associate on Youth and Communication under overall guidance of UNFPA Assistant Representative.
Expected travel:	Possible, where necessary, upon approval of the UNFPA Assistant Representative
Required expertise, qualifications and competencies, including language requirements:	<p><u>Qualifications and Education</u></p> <ol style="list-style-type: none"> 1. A degree or equivalent in the field of marketing, communications, related discipline, OR at least 2 years of equivalent professional experience in maintaining social media accounts, especially Facebook, Instagram and Twitter, as well as experience with new media executions; 2. Experience with graphic design, ability to create designs for digital media purposes in open source graphic design programmes, such as Canva; 3. Experience developing compelling content to generate response from audiences online; 4. Experience in visualizing the qualitative and quantitative analytics; 5. Must have an active presence in major social media platforms, including but not limited to Facebook, Twitter, Google+, Instagram, and LinkedIn; 6. Ability to take quality photographs and videos; and photo/video editing skills; 7. Excellent knowledge of Russian and/or Turkmen, and English languages.