

## TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT (LOCAL)

<b>TERMS OF REFERENCE (to be completed by Hiring Office)</b>	
Hiring Office:	UNFPA Turkmenistan Country Office
Purpose of consultancy:	<p>Every young person will one day have life-changing decisions to make about their sexual and reproductive health. Yet research shows that the majority of adolescents lack the knowledge required to make those decisions responsibly, leaving them vulnerable to coercion, sexually transmitted infections and unintended pregnancy.</p> <p>Comprehensive sexuality education enables young people to protect their health, well-being and dignity. And because these programmes are based on human rights principles, they advance gender equality and the rights and empowerment of young people.</p> <p>While comprehensive reproductive health education exists in Turkmenistan, it tends to be limited and too often perpetuates cultural biases and stereotypes rather than promoting human rights and gender equality. UNFPA supports efforts of the Government to deliver comprehensive sexuality education with a particular focus on ensuring that curricula meet international standards and on training educators who promote respect for gender equality and the rights of adolescents to information on reproductive health.</p> <p>UNFPA-run <b>Yashlyk platform</b>, including <a href="http://www.yashlyk.info">www.yashlyk.info</a> website and an Instagram account @yashlyk.info attempts to reach the young people most in need of information with quality facts and messages about sexual and reproductive health, puberty, relationships and emotional health. Since its development, the platform has reached a wider audience with quality facts and messages about sexual and reproductive health and rights, gender equality, and emotional well-being.</p> <p>UNFPA seeks a writer/blogger to contribute to the content and posts development for the Yashlyk platform. Under overall supervision of UNFPA Communications Analyst, the <b>Yashlyk writer/blogger</b> will support keeping the Yashlyk website and Instagram account alive through research and analysis, content development and promotion of the platform among its target audiences.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<p><b><u>Yashlyk! writer/blogger:</u></b></p> <ol style="list-style-type: none"> <li>1. <b>Develops</b> a monthly plan of the publications based on the 2025 communication and programme priorities of UNFPA Turkmenistan agreed with UNFPA;</li> <li>2. <b>Conducts research</b> on issues of interest among youth (interests, experiences, practices, awareness, attitudes, etc); advise and share with the</li> </ol>

	<p>medical consultant the popular articles and resources on adolescent reproductive health for his/her review and facts checking;</p> <p>3. Conducts <b>weekly polls</b> among peers on issues of interest among youth (interests, experiences, practices, awareness, attitudes, etc)</p> <p>a. <b>Generates the question of the day/week</b> on: adolescent health, life skills, safer sex, reproductive health, mental health, resisting peer pressure, responsible behaviour, body image, health services, family planning, gender equality and teenage girl empowerment, health, including SRH, of the young people with disabilities and health, and so on.</p> <p>b. <b>Generates questions for the weekly polls.</b></p> <p>4. Develop at least <b>one article each week</b> for the website, based on the results of the polls, which will inform smaller at least <b>four (4+) posts</b> (tests, facts and myths, Q&amp;A, to do lists, advice/tips, blog posts, etc)</p> <p>a. Facts cross-checked with links/references to reputable sites, if available;</p> <p>b. Medical jargon broken down to common language</p> <p>5. Conduct a <b>crash-course on online/blog writing</b> once a quarter at the Yashlyk.info and/or existing platforms.</p> <p>6. Supports in developing scripts to UNFPA thematic videos</p>
Duration and working schedule:	03 March – 31 December 2025
Place where services are to be delivered:	Home-based
How work will be delivered (e.g. electronic, hard copy etc.):	<p>The writer/blogger will send the articles via email and will be expected to deliver the results as per the above-mentioned weekly deliverables, specifically every week of the month:</p> <ul style="list-style-type: none"> <li>- Develop, agree and submit the monthly plan of the publications on the 20th of each month.</li> <li>- Send the draft articles and social media posts for review each Wednesday;</li> <li>- Accept and apply comments and recommendations;</li> <li>- Submit the final article and social media posts to UNFPA each Friday.</li> </ul>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The writer/blogger will report progress on a monthly basis as per the above-mentioned deliverables.

Supervisory arrangements:	The consultants will be closely working with programme staff and will be directly supervised by Communications Analyst under the overall guidance of the Head of Office.
Expected travel:	Desk-work with possible field visits, if needed for the articles. 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> <p><b>Yashlyk! writer/blogger:</b></p> <ol style="list-style-type: none"> <li>1. Higher education (at least Bachelor's Degree) in social sciences, linguistics, journalism, medicine or related field;</li> <li>2. At least 2 years of experience in writing and publishing articles on youth issues for young people, including adolescents;</li> <li>3. Good understanding of UNFPA mandate, including the issues of adolescent reproductive health and gender equality;</li> <li>4. Excellent written Russian and Turkmen; knowledge of English is an asset;</li> <li>5. Computer proficient, experience in digital technology.</li> </ol>
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	UNFPA will provide the consultant with all the necessary materials, data, information and available reports.
Other relevant information or special conditions, if any:	<p>The consultancy fee will be calculated based on NO-A level of the UN Salary Scale for National Category effective 1 November 2020 and will be paid on a monthly basis upon successful completion of deliverables.</p> <p>COA: FPA90, 71305, 54700, TKM05RHR, ADVCOMM, PU0074</p>
<p>Signature of Requesting Officer in Hiring Office:</p> <p>Date:</p>	