

TERMS OF REFERENCE FOR NATIONAL INDIVIDUAL CONSULTANT TO SUPPORT THE IMPLEMENTATION OF THE CENSUS COMMUNICATIONS PLAN

| TERMS OF REFERENCE (to be completed by Hiring Office) | |
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| Hiring Office: | UNFPA Turkmenistan Country Office |
| Purpose of consultancy: | <p>Turkmenistan is in the process of preparations for the Population and Housing Census (PHC) to be held from 17 to 27 December 2022. The PHC is initiated within the 2020 Global Round of censuses approved by the UN Statistical Commission at its 46th session and adopted by the United Nations Economic and Social Council in resolution E/RES/2015/10.</p> <p>The PHC is a major and complex exercise, extremely important to understand population dynamics in Turkmenistan. It remains a key source of data to help formulate, monitor and implement policies. Despite some progress, the non-release of the previous 2012 Census results, the absence of regular surveys and lack of open source updated data make it difficult to track accurately progress in various sectors and leaves the country open for critical remarks from the international community. Disaggregated data and statistical information are also crucial to measure progress for the 2030 Agenda for Sustainable Development. This upcoming census will provide a unique opportunity to generate and disseminate critical national and sub-national information to be used for development planning and measuring progress towards the SDGs and other national and international commitments (and this remains as a UN key advocacy argument in support of census in addition to a high-profile international visibility in case of successful census).</p> <p>UNFPA supported the State Statistics Committee to develop the comprehensive Census Communications Plan, which aims to:</p> <ol style="list-style-type: none"> 1. Raise awareness of the public on the upcoming census, including answers to the questions on <i>what</i> is census, <i>when</i> will it take place, <i>why</i> is it important for the country and local communities, what to expect and <i>how</i> will census take place. 2. Mobilize partnerships among the local government, community and private sector to educate the public and advocate on the importance of census. 3. Encourage the census organizers to act as champions for the census. 4. Advocate for the policy decision-makers to release the Census data and generate demand for disaggregated data for policy analysis. <p>The National consultant will support the implementation of the Census Communication Plan by timely communication and consultations with the SSC and partners engaged, developing the Census Communications Toolbox, communicating with state and private media companies for design/broadcasting/spreading communication products to population on upcoming census, and suggesting changes and modifications to the Plan whenever necessary.</p> |

Annex 1

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| Scope of work: (Description of services, activities, or outputs) | <div><div><div>I. Work closely with the State Statistics Committee and develop and agree a Communications work plan with the calendar of events with key census events and dates, including communications events;</div><div>II. Jointly with the State Statistics Committee, develop the Census Communications Toolbox:<div><div>1. Develop the content for the SSC Website on Census and regularly update it with relevant information materials and resources</div><div>2. Develop scripts and facilitate the production for four videos/animations on:<div><div>1) Census explainer video;</div><div>2) educating on what, when, why and how – focus on impact for the local communities and policy decision making;</div><div>3) encouraging to promote the upcoming census and its importance in the communities;</div><div>4) more concrete messages alerting that Census is happening and HOW it should happen.</div></div></div><div>3. Develop the text and design for the Information package: flyers for private sector dissemination, leaflets for general public, billboards text and designs; Text messages texts;</div><div>4. Develop the Social media packages and data visualization explaining, educating, encouraging to participate, alerting on Census and on importance of Census data for the national development and policy decision-making.</div></div></div><div>III. Work with the State Statistics Committee and UNFPA Communications Analyst in communicating with state and private media companies for design/ broadcasting/ spreading communication products to population on upcoming census.</div><div>IV. Submit the Consultancy Report.</div></div></div> | | | | |
| Duration and working schedule: | 1 May – 30 November 2022 Total number of working days: 20. | | | | |
| Place where services are to be delivered: | Ashgabat, Turkmenistan | | | | |
| Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.): | <div>The tasks will be delivered as per the following schedule:</div> <table><tr><td>I. Work closely with the State Statistics Committee to develop and agree a Communications work plan with the calendar of events with key census events and dates, including communications events;</td><td>3 days during the period of 1 – 15 May 2022</td></tr><tr><td>II. Jointly with the State Statistics Committee,</td><td>12 days</td></tr></table> | I. Work closely with the State Statistics Committee to develop and agree a Communications work plan with the calendar of events with key census events and dates, including communications events; | 3 days during the period of 1 – 15 May 2022 | II. Jointly with the State Statistics Committee, | 12 days |
| I. Work closely with the State Statistics Committee to develop and agree a Communications work plan with the calendar of events with key census events and dates, including communications events; | 3 days during the period of 1 – 15 May 2022 | | | | |
| II. Jointly with the State Statistics Committee, | 12 days | | | | |

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| | develop the Census Communications Toolbox | during the period of 15 May – 15 July |
| | <ul style="list-style-type: none"> Develop the content for the SSC Website on Census and regularly update it with relevant information materials and resources | 15 – 30 May 2022 |
| | <ul style="list-style-type: none"> Develop scripts and facilitate the production for four videos/animations on: <ol style="list-style-type: none"> 1) Census explainer video; 2) educating on what, when, why and how – focus on impact for the local communities and policy decision making; 3) encouraging to promote the upcoming census and its importance in the communities; 4) more concrete messages alerting that Census is happening and HOW it should happen. | 1 – 30 June 2022 |
| | <ul style="list-style-type: none"> Develop the text and design for the Information package: <ol style="list-style-type: none"> 1) flyers for private sector dissemination, 2) leaflets for general public, 3) billboards text; 4) Text messages texts. | 15 – 30 June 2022 |
| | <ul style="list-style-type: none"> Develop the Social media packages and data visualization explaining, educating, encouraging to participate, alerting on Census and on importance of Census data for the national development and policy decision-making. | 1 – 15 July 2022 |
| | III. Work with the State Statistics Committee and UNFPA Communications Analyst in communicating with state and private media companies for design/ broadcasting/ spreading communication products to population on upcoming census | 4,5 days during the period of 1 July – 30 November 2022 |
| | IV. Submit the Consultancy Report. | 0,5 days by 30 November 2022 |
| | Total days | 20 days |
| Monitoring and progress control, including reporting requirements, periodicity format and | The national consultant will report based on the above deliverables to and will be monitored by the Communications Analyst. | |

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| deadline: | |
| Supervisory arrangements: | The consultant will be directly supervised by Communications Analyst under overall guidance of PD NPA. |
| Expected travel: | Field missions are possible, where necessary, upon approval of the UNFPA Head of Office and subject to epidemiological situation on the ground. |
| 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, 2. At least 6 years of experience developing compelling content to generate response from audiences; 3. Experience with graphic design, ability to create designs for digital media purposes in open source graphic design programmes, such as Canva; 4. Experience in visualizing the qualitative and quantitative analytics; 5. Ability to take quality photographs and videos; and photo/video editing skills; 6. Excellent knowledge of Turkmen language. Good working knowledge of the Russian and English languages. |
| Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable: | This is a home-based consultancy. UNFPA Turkmenistan CO can provide all the necessary resources and research materials, arrange briefings with the State Statistics Committee and other national partners. |
| Other relevant information or special conditions, if any: | <p>The IC's fee will be calculated based on GS-7 level of the UN salary scale effective 1 November 2020 and will be paid in two instalments, according to the following schedule.</p> <div style="border: 1px solid black; padding: 5px;"> <p>1st installment upon completion of deliverables #1 and 2 – 16 July 2022; 2nd installment upon completion of deliverables #3, 4 – 30 November 2022.</p> <p>COA: TKM05PDD, 54700, PU0074, ADVCOMM, TKM03, 71305</p> </div> |
| Signature of Requesting Officer in Hiring Office: | |
| Date: | |