

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 currently implementing its fifth Country Programme Document for 2021-2025. The new programme will require support in innovative approaches in reaching out to 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, addressing the gender-based violence, among others.</p> <p>The Digital Communications Consultant will assist the office in generating and delivering compelling content and campaigns in social media and digital platforms related to women, men, youth and adolescents 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 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 part-time consultancy.</p>
Scope of work: <i>(Description of services, activities, or outputs)</i>	<ol style="list-style-type: none"> 1. Contribute to expansion and strengthening of UNFPA CO's social media presence through: <ol style="list-style-type: none"> a. maintaining the web and social media channels in three languages, b. interacting with new and existing audiences online with guidance from UNFPA Communications team, and c. deepening engagement across all UNFPA social media platforms; 2. Assist in preparing social media packs 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"> a. International days on Youth, Older persons, VaW, People with disabilities, Human rights, World Population Day, et al b. Joint programmes on human security trust fund and GBV-prevention; c. Gender and Youth: <ol style="list-style-type: none"> i. Support the campaigns and related events, and boost the engagement rate for the #DurlEmmaDen, #ErkeklerHem, Social media ethics, Domestic violence survey results, and positive social norms campaigns, et al d. Reproductive health: <ol style="list-style-type: none"> i. Social media packages on women and girls' health and rights, including women with disabilities, cervical cancer, results of the relevant studies and reports; e. Data: Census preparation and population trends; 3. Create infographics and data visualization for UNFPA programmes, publications, flagship events, initiatives, and campaigns;

	<ol style="list-style-type: none"> 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: <ol style="list-style-type: none"> a. translate and publish the final edited version of the articles; b. facilitate scheduled online consultations and discussions on Yashlyk! Website; c. respond to the incoming comments upon clearance from the supervisor and monitor the activity on Yashlyk.info through Google analytics; d. publish weekly survey questions and visualize the results; e. monitor the Yashlyk social media page and provide guidance; f. prepare monthly detailed analysis report. 6. Maintain the MenEngage platform: <ol style="list-style-type: none"> a. research and stay up-to-date with the MenEngage platforms and initiatives in the region and globally; b. develop new adapted resources including articles, posts, videos and data visualization based on the results of all relevant surveys and studies on MenEngage; c. update the platform twice a month with at least one communication product and promote the posts through social media channels; d. design the online campaigns based on the existing resources; e. prepare monthly detailed analysis report on content, users and feedback, with follow-up actions and plans for the next month. 7. Support the Communications team in updating the CO photo and video archive, specifically on relevant social media platforms (Flickr, etc). 8. Perform select back-up functions of the Communications Analyst as agreed with the supervisor during the absence of the staff member.
Duration and working schedule:	Duration of this assignment is five months from 1 August 2022 to 31 December 2022
Place where services are to be delivered:	Home-based
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 27 th of each month.
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The work of the IC will be monitored by Communications Analyst. The digital communication consultant will report progress on a weekly basis.
Supervisory arrangements:	The consultant will be directly supervised by Communications Analyst under overall guidance of UNFPA Head of Office
Expected travel:	Field missions are possible, when 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 completed secondary education. A degree or equivalent in the field of marketing, communications, related discipline will be an asset; 2. At least 4 years of professional experience in maintaining social media accounts, especially Facebook, Instagram and Twitter, as well as

	<p>experience with new media executions;</p> <ol style="list-style-type: none"> 3. Experience with graphic design, ability to create designs for digital media purposes in open source graphic design programmes, such as Canva; 4. Experience developing compelling content to generate response from audiences online; 5. Experience in visualizing the qualitative and quantitative analytics; 6. Must have an active presence in major social media platforms, including but not limited to Facebook, Twitter, Google+, Instagram, and LinkedIn; 7. Ability to take quality photographs and videos; and photo/video editing skills; 8. Excellent knowledge of Turkmen or Russian and English languages.
<p>.Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:</p>	<p>UNFPA Turkmenistan CO can provide office space and equipment for this part-time consultancy</p>
<p>Other relevant information or special conditions, if any:</p>	<p>The consultancy fee will be calculated based on GS-4 level of the UN salary scale effective 1 November 2020 and will be paid on a monthly basis upon completion of deliverables. The COA: TKM05GEN, ADVCOMM, PU0074, 54700, 71305, FPA90</p>
<p>Signature of Requesting Officer in Hiring Office:</p> <p>Date:</p>	