

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

Hiring Office:	UNFPA Turkey Country Office, Ankara
Purpose of consultancy:	<p>UNFPA’s global mission is to deliver a world where every pregnancy is healthy and wanted, every childbirth is safe and every young person’s potential is fulfilled. UNFPA expands the possibilities for women and young people to lead healthy and productive lives. UNFPA has been operating in Turkey since 1971, currently running its 6th Country Programme in more than 20 provinces.</p> <p>Delivery of accessible and rights-based reproductive health and youth-friendly services particularly targeting vulnerable groups, prevention of child, early and forced marriage, promotion of gender equality, prevention of gender-based violence, in-depth analysis of population dynamics are the main aims of UNFPA 6th Country Programme (2016-2020). UNFPA works with governments, universities, CSOs and private sector to support data collection, service delivery, capacity enhancement-trainings, and policy/legislation design. Under the UNFPA Development Programme and the outcomes two projects regarding prevention of child, early and forced marriage (CEFM) have been implemented.</p> <p>The purpose of hiring a consultant is to support mainly The UN Joint Programme for Prevention of Child, Early and Forced Marriage, the services of a Communication Consultant is needed to develop communication products, to assist communication related activities and advocacy efforts. Additionally, the consultant will be responsible to follow-up completion of CEFM Advance Training Programme materials’ translation, design and printing process and organization of capacity building training towards media workers within the framework of UNFPA Communication Policies and Guidelines. The IC will also give support to UNFPA’s all communication activities.</p>
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>The consultant will be responsible for:</p> <ul style="list-style-type: none"> ● Providing support and following up CEFM Advance Training Programme’s translation, design and printing process and dissemination of materials. ● Assisting in preparation to health consequences of CEFM communication campaign strategy, implementation support for this strategy, including communication channels, tone, messages, materials, tools to be differentiated as per the activities. ● Providing support to managing social media packages, accounts. ● Preparing social media messages and designing contents. ● Following the production and development/preparation of advocacy and communication materials (e.g. thematic reports, project documents, policy reports, brochures, infographics, audio-visuals, IEC materials, social media packages etc.), and oversee the qualitative aspects of production, (e.g., quality control, translations, reviews of layout and graphic design etc.) to meet standards as set out in the UNFPA Communication guidelines. ● Supporting event organisation on dissemination of CEFM Thematic Reports (such as launch of reports, brown bag meetings, round tables ...) ● Supporting design of promotional materials for programme activities for various target audience. ● Organizing capacity building trainings towards media workers support of CEFM Project team. ● Recommending appropriate information and communication materials for use in media, reporting to donor and other advocacy and communication activities.

	<ul style="list-style-type: none"> ● Giving feedback to communication materials prepared by implementing partners of UNFPA ● Maintaining and updating CEFM material portal with support of IT team. ● Increasing visibility of portal in the stakeholders. ● Assisting in drafting and editing articles, press releases, human interest stories for both web-based and traditional media. ● Ensuring compliance with donor visibility standards/requirements. ● Supporting UNFPA communication activities, if needed. ● Performing any other tasks, as required.
Duration and working schedule:	<p>The expected duration of assignment will be for 8,5 months between 15 April 2020 - 31 December 2020.</p> <p>Daily office hours 9:00 to 17:30 with ½ hour lunch break from Monday to Friday. The consultant is eligible to take fixed (not floating) United Nations official holidays.</p>
Place where services are to be delivered:	Ankara, Turkey
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	The IC will provide monthly activity reports (electronic).
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p>The process will be monitored by the UNFPA CEFM Project Manager in close collaboration with UNFPA Gender Programme Analyst and under the technical guidance of the Communication Expert.</p> <p>The acceptance of services at the end of each completed month will be certified through a Certification of Payment to be counter signed by both parties (IC and UNFPA) and a monthly activity report to be submitted by the consultant including the details of completed tasks and progress.</p>
Supervisory arrangements:	The consultant will work under the direct supervision of the CEFM Project Manager.
Expected travel:	Individual Consultant (IC) is expected to travel to 8 different cities in Turkey to assist/support communication, advocacy and capacity building activities according to CEFM Project. The travel expenses of the consultant will be covered by the UNFPA in accordance with UNFPA Travel Policy.
Required expertise, qualifications and competencies, including language requirements:	<p><u>Minimum Qualifications and Experience:</u></p> <ul style="list-style-type: none"> ● University degree in the field of communication, journalism, public relations, social sciences or related field. ● At least 5 years of relevant professional experience in the field of communication and advocacy (with governments, parliamentarians, CSOs, donors, etc), public campaigns, outreach events, content development, editorship, and publishing. ● Fluency in written and spoken English and Turkish. ● Microsoft Office, Windows-based applications, integrated web-based management systems, spreadsheets and databases. (Intermediate knowledge on design applications such as Canva, Corel, Adobe Photoshop, Adobe Illustrator). <p><u>Skills and Competencies:</u></p> <ul style="list-style-type: none"> ● Experience in content preparation of IEC materials, public campaigns and coordination of design and printing process for reports and materials is an asset. ● Knowledge on graphic design applications is an asset. ● Knowledge on gender and/or SRH is an asset.

	<ul style="list-style-type: none"> ● Working experience in relevant international organizations, CSOs or private sector is an asset. ● Experience in managing social media accounts is an asset. ● Familiarity with UNFPA or UN working methods is an asset. <p>Core Competencies:</p> <ul style="list-style-type: none"> ● Values ● Being accountable ● Achieving Results ● Developing & Applying Professional Expertise ● Thinking Analytically & Strategically ● Working in Teams/Managing our-selves and relationships ● Communicating for Impact <p>Functional competencies:</p> <ul style="list-style-type: none"> ● Advocacy/advancing a policy-oriented agenda ● External and internal communication and advocacy for RM ● Leading country advocacy for organizational priorities ● Creating visibility for the organization
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	Office space and IT equipment at the UNFPA Office in Ankara will be provided by UNFPA.
Other relevant information or special conditions, if any:	N/A
<p>Signature of Requesting Officer in Hiring Office: Emine Kuzuturk Savas, CEFM Project Manager Date: 16.03.2020</p>	