


TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT
Social Media Consultant for #Snapshot2030 Initiative

TERMS OF REFERENCE (to be completed by hiring office)	
Hiring Office	UNFPA Maldives Country Office
Purpose of Consultancy:	<p>The National Bureau of Statistics has recently developed two reports called Thematic Analysis on Youth in the Maldives and the Population Projections Report. While these reports are rich in information, they are often not accessible and not in a language that is understood by the general public. This poses challenges for young people in advocating for evidence-based policy making. Using the World Population Day as an opportunity to create a dialogue on these two reports, UNFPA Maldives aims to launch a social media initiative to encourage discussion through visual art and empowering the general public - particularly young people - to advocate for evidence-based policy making.</p> <p>The purpose of this consultancy is to engage social media users by using creative and visual means to encourage them to participate in the #Snapshot2030 initiative, while also coordinating the social media activities and the final visual compilation of the submissions during the initiative.</p>
Scope of work: (description of services, activities or outputs)	<p>Scope and diversity of assignment: In consultation with UNFPA, the consultant will develop and agree a workplan for the assignment within first 3 days of the contract :</p> <ul style="list-style-type: none"> • Develop visuals (infographics, short videos) to promote #Snapshot2030 on social media • Approach online newspapers to cover the initiative • Target social media influencers (bloggers, vloggers, Twitter and Facebook users) to take ownership of the initiative <p>Outputs:</p> <ul style="list-style-type: none"> • A curated page on a social media outlet of all submissions to the #Snapshot2030 initiative • A visual compilation of all submissions which can be printed or displayed digitally in a public space
Duration and working schedule:	30 days between June and July 2018
Place where services are to be delivered:	United Nations Population Fund 3 rd Floor, Shinetree Building Maafannu Boduthakurufaanu Magu, Male' 20184
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.)	<ul style="list-style-type: none"> • The consultancy will be undertaken homebased. • The work should be delivered electronically.
Monitoring and	The consultancy will be briefed and debriefed by UNFPA Country Office

progress control, including reporting requirements, periodicity format and deadline:	
Supervisory arrangements	The consultancy will be managed by UNFPA Country Office
Expected travel	None
Required expertise, qualifications and competencies, including language requirements:	<ul style="list-style-type: none"> • Primary expertise is required. Design and communications skills; • Substantive experience in using social media and social media marketing; • Completion of secondary level education and/or basic university degree in desktop and graphics design; • Excellent organizational skills; • Experience in producing corporate products; • Demonstrated ability to meet deadlines and work under pressure.
Other relevant information or special conditions, if any:	<p>The other conditions that may apply in the undertaking of the assignment include:</p> <p>Basis of payment: Lump sum/installments</p> <p>Format of outputs: All raw, JPEG and PNG files of any visual art</p> <p>Language of reports/publications and other documentation and working language in country of assignment: English and Dhivehi</p> <p>Ownership of output: UNFPA Maldives</p> <p>Ownership of the output: UNFPA</p>
Signature of requesting Officer in Hiring Office:	 24/05/2018