**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT**

**Social Media Consultant for #Snapshot2030 Initiative**

<table>
<thead>
<tr>
<th>TERMS OF REFERENCE (to be completed by hiring office)</th>
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<tr>
<td><strong>Hiring Office</strong></td>
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<td><strong>Purpose of Consultancy:</strong></td>
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| **Scope of work:** (description of services, activities or outputs) | **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:  
- 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  
| **Outputs:** |  
- 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**  
3rd Floor, Shinetree Building Maafannu Boduthakuruvaanu Magu, Male’ 20184  
| **Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.)** |  
- The consultancy will be undertaken homebased.  
- The work should be delivered electronically.  
<p>| <strong>Monitoring and</strong> | <strong>The consultancy will be briefed and debriefed by UNFPA Country Office</strong> |</p>
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<th>progress control, including reporting requirements, periodicity format and deadline:</th>
<th>The consultancy will be managed by UNFPA Country Office</th>
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<tr>
<td>Supervisory arrangements</td>
<td>None</td>
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<td>Expected travel</td>
<td>None</td>
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| Required expertise, qualifications and competencies, including language requirements: | - 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: | The other conditions that may apply in the undertaking of the assignment include: |
|  | **Basis of payment:**  
Lump sum/installments |
|  | **Format of outputs:**  
All raw, JPEG and PNG files of any visual art |
|  | **Language of reports/publications and other documentation and working language in country of assignment:**  
English and Dhivehi |
|  | **Ownership of output:**  
UNFPA Maldives |
| Signature of requesting Officer in Hiring Office: | Ownership of the output: UNFPA  
[Signature] 24/05/2018 |