

TERMS OF REFERENCE Promotion of Mobile Application Siththaa*(MDV-ToR/2020/002 Dated: 18 Feb 2020)*

Hiring Office:	UNFPA Maldives Country Office
Purpose of consultancy:	<p>UNFPA is the UN leading agency for Reproductive Health and Rights, with its tagline being: "Ensuring rights and choices for all". UNFPA focuses on the distinctive orange and circle elements of our unique logo, and putting a human face on the issues at our core mandate.</p> <p>UNFPA with Society for Health Education (SHE) has developed, Siththaa, a mobile application, which was launched in 2017. It is the first-ever youth-friendly mobile application created to ensure access to pertinent information on reproductive health for everyone in Maldives. It lessens the taboo surrounding the subject and creates an environment where a larger number of youth can access sexual and reproductive health information. This application is available on both Google Play and Apple Store.</p> <p>Since availability of reliable information on sexual and reproductive health is both a priority of the government and for UNFPA, we are seeking parties to help promote the application and increase its reach to at least 15,000 downloads.</p>
Scope of work: (Description of services, activities, or outputs)	<ol style="list-style-type: none">1. Consult with UNFPA and SHE to strategize the promotion of the mobile application Siththaa2. Develop the communications strategy identifying the tools and the medium for the promotion.3. Promote the mobile application Siththaa using all mediums to reach 15000 downloads.
Duration and working schedule	Approximately 6 months from time of contracting.
Place where the services are to be delivered:	The assignment will be undertaken homebased
Monitoring and progress control, including reporting requirements, periodicity, format and deadline:	Work will be monitored by UNFPA and fortnightly updates are to be sent to UNFPA and SHE from the contractor.

Supervisory arrangements:	The contract will be managed by UNFPA Country Office.
Expected travel:	None
Required expertise, qualifications and competencies, including language requirements:	<p>Primary expertise required: Social marketing and communications background. Contractor must have undertaken previous social marketing campaigns successfully in Maldives and be reachable by UNFPA any time during working hours for the duration of the assignment.</p>
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	<p>UNFPA Maldives:</p> <ul style="list-style-type: none"> ● Monitor and facilitate the progress of the assignment; ● Review and provide comments to the deliverables in a timely manner; ● Provide UNFPA Corporate style guide; ● Provide relevant data, access to UNFPA photograph library; ● Provide timely feedback.
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: Full payment based on achievement and acceptance of all the deliverable.</p> <p>Format of outputs: Electronic form and high resolution</p> <p>Language of reports/publications and other documentation and working language in country of assignment: English</p> <p>Ownership of output: UNFPA</p>
Signature of Requesting Officer in Hiring Office: Ritsu Nacken, Country Director, UNFPA Maldives	
Date:	