

<b>TERMS OF REFERENCE</b> <b>Contractor for communication support for UNFPA Maldives Country Office</b> (MDV-ToR/2021/19 Dated: 29 June 2021 - Updated)	
Hiring Office:	UNFPA Maldives Country Office
Purpose of consultancy:	<p>UNFPA is the UN leading agency for Reproductive Health and Rights, Delivering a world where every pregnancy is wanted, every childbirth is safe and every young person’s potential is fulfilled. The goal of UNFPA’s Strategic Plan 2018-21 focus on three transformative results of the UNFPA Strategic direction to 2030:</p> <ol style="list-style-type: none"> <li>1. Ending unmet need for family planning;</li> <li>2. Ending maternal death; and</li> <li>3. Ending violence and harmful practices against women and girls.</li> </ol> <p>The consequences of COVID-19 pandemic have meant that a lot of the hard-fought advancements towards the transformative results are at risk of being reversed. Hence, a special focus will be made towards highlighting socio-economic as well as health impact of the pandemic in UNFPA’s programmatic work.</p> <p>UNFPA is therefore looking for a qualified institution/firm to support the Maldives Country Office in communication interventions while positioning UNFPA as the United Nations sexual and reproductive health agency and how it relates to the Maldives and the work we do as a policy advocacy organization.</p>
Scope of work: (Description of services, activities, or outputs)	<p>The Contractor is required to develop a communications plan for 6 months for impact and change and support execution with a focus on strategic and policy-related advocacy.</p> <p>More specifically, the Contractor is required to:</p> <ul style="list-style-type: none"> <li>- Develop work plan with timeline for Communications plan for 6 months</li> <li>- Develop effective communications materials and messages for the UNFPA Country Office, such as stories, infographics, videos including managing content for the increasingly important social media functions and the Website</li> <li>- Elaborate Implementing innovative ways of communicating for impact and for change, focusing on multimedia and cutting-edge print materials</li> <li>- Actively increase the reach of social media platforms.</li> <li>- Manage and organize strategic advocacy activities of the country office to mark international days/campaigns</li> </ul> <p><b>Deliverables</b></p> <ol style="list-style-type: none"> <li>a) Work plan with timeline &amp; Communications plan for 6 months</li> <li>b) At least 6 stories for the website</li> <li>c) At least 20 Social media collateral (graphics, video clips, GIFS etc)</li> <li>d) Successful programme to mark international days such as the Youth Day and the International Day to End Violence against Women including the 16 Days of Activism</li> <li>e) 2 Op-eds covered in local media</li> <li>f) High impact visibility material for UNFPA</li> </ol>
Duration and working schedule	between July to December 2021

Place where the services are to be delivered:	The assignment will be undertaken home based,
Monitoring and progress control, including reporting requirements, periodicity, format and deadline:	Work will be monitored by UNFPA and regular updates are required.
Supervisory arrangements:	The contract will be managed by the UNFPA Country Office.
Expected travel:	None
Required expertise, qualifications and competencies, including language requirements:	<p><b>Primary expertise required:</b> Expertise in communications for development or related fields especially in, writing, editing, interview skills and graphics designing</p> <p><b>Knowledge and Experience</b></p> <ul style="list-style-type: none"> <li>● Past experience in managing communications in either civil society, international or a private sector organisation</li> <li>● Demonstrated interest and/or experience in the fields of communications, advocacy, corporate social responsibility;</li> <li>● Demonstrated skills in effectively using social media platforms</li> <li>● Excellent knowledge on development issues;</li> <li>● Excellent interpersonal, networking and communication skills;</li> <li>● Computer skills (i.e. Word, Excel, PowerPoint, online graphics and video software and others);</li> </ul> <p>The Contractor must 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	<p><b>UNFPA Maldives:</b></p> <ul style="list-style-type: none"> <li>● Monitor and facilitate the progress of the assignment;</li> <li>● Review and provide comments to the deliverables in a timely manner;</li> <li>● Facilitate contacts within UNFPA partners</li> <li>● Provide timely feedback.</li> </ul>
Other relevant information or special conditions, if any:	<p>The other conditions that may apply in the undertaking of the assignment include:</p> <p><b>Basis of payment:</b> Payment based on successful completion and certification for payment as per the agreed milestones</p> <p><b>Format of outputs:</b> All outputs must be in Editable electronic format and infographics in high-resolution</p> <p><b>Language of reports/publications and other documentation and working language in country of assignment:</b> English / Dhivehi</p> <p><b>Ownership of output:</b> UNFPA</p>