

| <b>TERMS OF REFERENCE</b><br><b>Local/National Consultant for Communication support for UNFPA Maldives Country Office</b><br>(MDV-ToR/2021/19 Dated: 23 May 2021) |   |
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| 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 communications specialist 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:<br>(Description of services, activities, or outputs)   | <p>The Consultant 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. More specifically, the Consultant is required to</p> <ul style="list-style-type: none"> <li>- Develop effective communications materials and messages for the UNFPA Country Office, such as stories, infographics, videos including managing 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 organise strategic advocacy activities of the country office to mark the World Population Day (11th July).</li> </ul> <p><b>Deliverables</b><br/>           At least 6 stories for the website<br/>           20 Social media collateral (graphics, video clips, GIFS etc)<br/>           Successful World Population Day programme<br/>           2 Op-eds covered in local media<br/>           High impact visibility material for UNFPA</p>             |
| Duration and working schedule   | June to December 2021   |
| Place where the services are to be delivered:   | The assignment will be undertaken home based,   |
| Monitoring and progress control, including  | Work will be monitored by UNFPA and regular updates are required.   |

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| reporting requirements, periodicity, format and deadline:   |   |
| 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><br/>Communications for development or related fields especially in graphics design, writing, editing or interview skills</p> <p><b>Knowledge and Experience</b></p> <ul style="list-style-type: none"> <li>● 2 years of work experience 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><b>Languages:</b><br/>Fluency in English and Dhivehi;</p> <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 (e.g support services, office space, equipment), if applicable: | <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><br/>Monthly payment based on successful completion and certification for payment as per the agreed monthly milestones</p> <p><b>Format of outputs:</b><br/>All outputs must be in Editable electronic form and infor graphics in high-resolution ?</p> <p><b>Language of reports/publications and other documentation and working language in country of assignment:</b><br/>English / Dhivehi</p> <p><b>Ownership of output:</b><br/>UNFPA</p>  |
| Signature of Requesting Officer in Hiring Office: Ritsu Nacken, Country Director, UNFPA Maldives                                  |   |
| Date:   |   |

