

Arab Human Development Report (AHDR)
Terms of reference for Individual Contract
Specialized Communication and Social Media Strategist

A. Project Title

Arab Human Development Report

B. Project Description

The Regional Bureau for Arab States of the United Nations Development Programme is launching the sixth edition of the Arab Human Development Report (AHDR) series, due to be published in May 2015.

AHDR 2015 aims to discuss relevant issues associated with youth, in particular aspirations, challenges, trends and future outlook across the Arab region. In order to make an important leap forward in human development, the Report will address the structural challenges imposed on young Arab people, many of which are struggling to successfully transition through life's milestones, whether academic, social, professional or economic. Even though the overall progress in human development in the Arab region is increasing, as evident by the health, economic and education indices among a number others, the path leading to adulthood is taking the Arab youth longer to complete, and is marked by several impediments. The Arab region, home to the youngest population in the world, has one of the highest unemployment rates with a regional average of 28% of which first time job seekers represent 50%. The youth's involvement in the protests and demonstrations since 2011 can be seen as an expression of their frustration with the existing institutions and norms that have denied them economic and social opportunities and a political voice.

AHDR 2015 will serve as an advocacy tool for human development, and as a tool to foster dialogue and debate on some of the challenging issues facing the youth of the Arab region. To this end, a specialized Communications and Social Media Strategist is needed to ensure a high level of visibility for the Report's messages. She / He will develop a communication strategy targeting the key audiences identified for the Report and the general public, and devise and oversee the implementation of an action plan for the effective launch and dissemination of the Report.

C. Scope of Work

The Consultant is to:

- Determine the **communication requirements** (and toolkit) that must be met to support the goals of the AHDR 2015 project components and target audience, and oversee the development of communication toolkits;
- Identify and detail approaches for fulfilling the AHDR's communication requirements in a comprehensive and coordinated **strategy**;
- Prepare a complete **implementation plan** for the approved strategy;
- Prepare a resource list and estimated implementation budget;
- Map similar reports in the industry and other UN agencies to differentiate the AHDR identity;
- Map **stakeholders** and assess the communication capacities of all implementing partners;
- Propose the use of various types of **media products**, in print, broadcast, social media,

- mobile apps and other tools, that can be related to the main themes of the AHDR
- Devise and implement a media monitoring and evaluation plan including a media and online tracker;
- Collaborate with the AHDR team to create, organize, record and post content for all social platforms;
- Develop texts for the press kit, media releases or other materials as needed;
- Propose creative titles and subtitles, graphics and other lay out options to strengthen the AHDR 2015's readability and appeal to the readership;
- Organize a video for the launching of the Report;
- Advise on the preparation of the AHDR 2015 presentations to different audiences of civil society;
- Plan and oversee the implementation of the Report's dissemination events (speakers, media relations, media coverage, press releases);
- Maintain all communications with the media across several Arab countries (TV, print, Online, Radio) and also international media;
- Ensure coverage of the launch in the following outlets:
 - Regional satellite television
 - Regional newspapers and magazines
 - National / sub-regional newspapers and magazines
 - Online news outlets
 - Social media (Facebook, twitter)
- Attend the launch of the AHDR 2015 due to take place in one of the countries of the Arab region by mid 2015.
- Perform any other task requested by the Chief of the Regional Programme Division.

D. Expected Outputs and Deliverables

The Communications and Social Media Strategist will work with the AHDR team under an agreed timeline and workplan based on the following deliverables:

Deliverables/ Outputs	Target Due Dates	Review and Approvals Required
<u>Deliverable 1:</u> -Develop a comprehensive communication strategy for the launch and further outreach of the 2015 AHDR covering: <ul style="list-style-type: none"> ○ Identification of principal target audience. ○ Identification of the communication objectives for each audience segment. ○ Advice on the appropriate channels to reach the audience segments. ○ Advice the communications tools/ activities and products required for successful implementation of the strategy including: <ul style="list-style-type: none"> ▪ How to leverage the Reports' team 	2 weeks from the start of contract	Chief, Regional Programme Division

<p>(Team Leader, Contributing Researchers, others) in outreach activities;</p> <ul style="list-style-type: none"> ▪ What materials are needed; - Propose a Social Media Strategy for the Report; - Oversee the development of communication toolkit for the Report; 		
<p><u>Deliverable 2:</u></p> <ul style="list-style-type: none"> - Review of final texts for the synopsis and the Report; - Provide the main messages of the Report in the form of infographics, graphs and other communication material (in collaboration with the project's graphic designer) to be posted on the AHDR website; 	6-8 weeks from the start of contract	Chief, Regional Programme Division
<p><u>Deliverable 3:</u></p> <ul style="list-style-type: none"> - Review the AHDR 2015 website content, design and functionality to ensure updates are timely reflected and ensure English and Arabic sites reflect the same content; 	12-15 weeks from the start of contract	Chief, Regional Programme Division
<p><u>Deliverable 4:</u></p> <ul style="list-style-type: none"> - Analyse and provide a report on coverage of the AHDR 2015 and assist in the analysis on its impact among key beneficiaries and audience; - Compile articles/write-ups after the post launch activities and ensure proper documentation thereof; 	20-22 weeks from the start of contract	Chief, Regional Programme Division

E. Institutional Arrangement

- a) The consultant is required to maintain close communication with Team Leader and AHDR team members in Beirut.

F. Duration of the Work

- a) The duration of the contract is of 8 months from the start of contract, during which the duration of the work is not expected to exceed 90 working days. The work is expected to start upon contract signature.

G. Duty Station

- a) The Consultant will be home-based.

H. Qualifications of the Successful Individual Contractor

Education:

- a) Master Degree in Communication, Marketing, Journalism or related fields

Work Experience:

- a) A minimum of 10 years of experience in communication needs analysis and strategic design, managing communication campaigns in several Arab countries
- b) A well-established track record in mass communication/public relations/advertising/marketing across the Arab region
- c) Experience in blogging or journalism is preferable

Functional Competencies:

- a) Strong interpersonal and communication skills;
- b) Strong social media skills and background with a good creativity and ability to take initiative;
- c) Professional copywriting and editing skills, including articles, reports, social media content, press releases, etc.;
- d) Strong analytical, reporting and writing abilities;
- e) Ability to work under pressure and stressful situations;
- f) Demonstrated use of social media for professional purposes.
- g) Familiarity with the work of the United Nations system;

Languages:

- a) Fluency in spoken and written English and Arabic is a must; knowledge of French will be a strong plus.