

**TERMS OF REFERENCE
Individual Contractor
(Locally Recruited)**

1. Assignment Information

Assignment Title:	Public Advocacy Campaign Consultant (Open for National or International Consultant with residence in Cambodia).
Cluster/Project:	UN Resident Coordinator's Office in Cambodia
Post Level:	Specialist
Contract Type:	Individual Contractor (IC)
Duty Station:	Phnom Penh
Expected Place of Travel:	Phnom Penh
Contract Duration:	50 working days over 4 month period (2 March to 30 June)

2. Description

We are marking this year the 75th anniversary of the United Nations as we also commence a Decade of Action to deliver the SDGs by 2030. The Secretary-General's intention is to rollout a global listening tour and make this as large and inclusive as possible.

At a time of what many have referred to as a 'hinge moment in history', a time of great transition and uncertainty, it is vital that we all work together to position our Organization as a platform for people everywhere to share their thoughts around current and emerging global trends . The Secretary-General would like to provide as many people as possible the chance to have a conversation with the United Nations. He wants them to share their hopes and fears with us, and for us to learn from their experiences. We hope that these conversations will spark ideas for building the future we want and the United Nations we need. We are launching surveys and dialogues around the world to do so. And we are giving a priority to the voices of young people.

The Communications Consultant (the Consultant) will work closely with the Resident Coordinator, RCO and the UN Communications Group (UNCG) to co-design this public outreach campaign.

Qualified female candidates are strongly encouraged to apply.

3. Scope of Work

The Consultant under the overall guidance of the RC, and under the direct supervision of the RCO Team Leader, will be responsible for:

Key deliverables:

1. Co-design the UN75 public outreach campaign for Cambodia for the year, including coordinating initial implementation:
 - Activation of all UN agency networks to drive participation in the UN 75 initiative (the details of which are available on www.un.org/un75). In particular, seeking to get as many responses as possible to the simple, one-minute survey (www.un75.online) with a large participation by youth as well as by populations or groups from whom the UN does not hear enough.
 - Optimize existing and planned agency events or workshops as opportunities to run UN75/Future We Want conversations, such as the He4She Concert supported by the UN in Cambodia on 8 March in Siem Reap; UN Day (October) and Human Rights Day (December) celebrations in 2020.
 - Measure reach of campaign and feedback.

2. Launch/ update the new UN in Cambodia website and maintain UN75 social media outreach and presence (Facebook, Twitter etc).

4. Timelines

Deliverables/Outputs	Estimated Duration of Works	Target Due Dates	Review & Approval (see section 5)
1/ UN75 campaign <ol style="list-style-type: none"> a. Design of outreach campaign (5 days) b. Implementation and coordination with UN agencies (15 days) c. Conduct of Future We Want Conversations with three sets of stakeholders or geographically based events (10 days) d. Measurement of Reach/Feedback (5 days) 	35 working days	Design by 9 March 2020 Initial implementation at He4She concert 8 March Conversations: Held all three by mid June Measurement: by end June	Review and approval by RC/RCO Team Leader
2/ UNCT website maintenance and UN75 social media presence (15 days)	15 working days	On-going	Review and approval by RC/RCO Team Leader
Total	50 working days		

5. Institutional Arrangement

The Consultant will be under the overall guidance of the RC, and under the direct supervision of RCO Team Leader.

6. Duration of the Work

This assignment is flexible and estimated to take 50 working days over a period of four months from 2 March to 30 June 2020.

A more detailed work plan of the assignment will be further elaborated by the Consultant and in discussion with RC and RCO Team.

7. Duty Station

This is a local recruitment. The duty station of the work is Phnom Penh, Cambodia with expectation to travel to provinces for stakeholder consultations. The travel related costs for this assignment will be covered by UNRCO.

8. Minimum Qualifications of the Individual Contractor

Education:	Advanced university degree (Master's degree or equivalent degree) in communications, journalism, business or public administration, sustainable development, social sciences, education or related area.
Experience:	<ul style="list-style-type: none">• A minimum of 5 years of progressively responsible experience in programme communications and advocacy or partnership development in the context of development cooperation or related area is required.• Experience with managing social media platforms (e.g. Facebook, Twitter, blog platforms) is required• Experience in reporting, developing and managing high quality multimedia contents including videography, photo editing, infographics, poster, is required.• Previous experience in UN communication and social media engagement is an advantage• Previous experience in graphic design software is an advantage
Language Requirement:	Fluency in English, with knowledge of Khmer (preferred but not a requirement)

9. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor

Technical Evaluation Criteria	Obtainable Score
Advanced university degree (Master's degree or equivalent degree) in communications, journalism, business or public administration, sustainable development, social sciences, education or related area.	20
A minimum of 5 years of progressively responsible experience in programme communications and advocacy or partnership development in the context of development cooperation or related area	40
Reporting, developing and managing high quality multimedia contents including video-editing, photo editing, infographics, poster. Previous experience in graphic design software is an advantage	30
Experience with managing social media platforms (e.g. Facebook, Twitter, blog platforms). Previous experience in UN communication and social media engagement is an advantage.	10
Total Obtainable Score:	100

10. Payment Milestones

The Consultant will be paid on a lump sum basis under the following installments.

N	Outputs/Deliveries	Payment Schedule	Amount to be paid (% of the total contract amount)
1	Design and implementation plan	31 March 2020	25%
2	Updates on UNCT website and UN75 social media outreach	30 April 2020	25%
3	Future we Want conversations conducted	31 May 2020	25%
4	Feedback and Forward plan (UN Day and Human Rights Day)	30 June 2020	25%