

TERMS OF REFERENCE

Digital Campaign Management for UN75

Job Title:	Digital Campaign Management for UN75 in Nepal
Type of Contract:	Organization
Final Delivery	15 December 2020
Expected Starting Date:	5 August 2020

1 BACKGROUND

This year, the UN is marking its 75th anniversary. To observe its 75th anniversary the United Nations has ignited a people's debate: UN75. Launched by UN Secretary-General António Guterres, it promises to be the largest and furthest-reaching global conversation on building the future we want.

In the wake of COVID-19 crisis, the UN in Nepal will join the 75th anniversary through a digital crowdsourcing campaign to bring out the voices and votes from the people of Nepal to help meet future challenges and create a better world in 2045 – when the UN will turn 100.

The UN in Nepal is planning for a digital engagement to take the UN75 campaign among the youth in Nepal. Through the digital campaign, the UN Nepal will communicate, advocate and encourage the public to participate in the UN75 dialogue series.

To strategically lead and execute the campaign around the UN75 in Nepal.

the United Nations Resident Coordinator Office (UNRCO) in Nepal is looking for a Digital Campaign Management Company who has a sound knowledge about the digital media landscape and influencer engagement.

2. OBJECTIVE

As social media is the interface of the campaign, the objective of the assignment is to increase effectiveness of digital brand engagement, encourage corporate partnerships and promote influencers marketing to give visibility to the UN75 Campaign in Nepal eventually encouraging the general public to participate in UN75 online survey.

3. TASK AND DELIVERABLES

Under the guidance and direct supervision of the Public Information Manager of the United Nations Resident Coordinator's Office in Nepal, the selected organization will undertake the following duties and responsibilities:

SN	Task	Deliverables
1	Develop an attractive content strategy and approach for all the UNCT digital platforms for UN75 digital campaign. Adhere to the UN75 content style and brand guideline and approaches for the new multiplatform web, social media and multimedia on the priority subjects cover under UN75 online survey.	Social media posts, videos, virtual dialogue series, images, infographics, photos posted to digital channels designed by the agency.

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2	Ensure and maintain a social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar.	Two-fold increase in followers, engagement rate, by end of assignment
3	Ensure effective promotions and campaign boost of the social media content including the survey link to meet targeted numbers of respondents. Cater to the campaign's diverse target groups: youth champions, influencers, civil society organisations, mass media, corporate houses etc.	UN75 Survey filled by 50K people
4	Generate and analyse reports on web traffic and KPIs using Google Analytics, Hootsuite, and other social media focused analytics channels. Consider effective and targeted distribution of some already commissioned content and suggest future creative content direction.	Monthly reports.

4. REQUIRED SKILLS AND EXPERIENCES

- Excellent knowledge on digital landscape and channels
- Excellent knowledge on event management and influencer's engagement
- Excellent knowledge on photo, video, designing, digital content management.
- Minimum three years experiences in digital campaigning.
- Good understanding of the essence of UN75 campaign
- Working with international organization will be additional assets.

5. TIMELINE:

Create awareness about the UN75 on digital medium– Mid August to Mid-September 2020

Educate and Engage (Dialogue series, contests etc.) on UN75: Mid-September to Mid-December

Submission of final deliverables (Technical and Financial report): 20 December

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