



## UNITED NATIONS DEVELOPMENT PROGRAMME TERMS OF REFERENCE / INDIVIDUAL CONSULTANT

### I. Job Information

Job title:	<b>National Consultant on communication with public</b>	
IC:	Individual Consultant	
Agency:	OHCHR	
Duration of the service:	95 w/d April - December 2021	
Work status (full time / part time):	Part-time	
Duty station:	Tashkent, Uzbekistan	
Reports To:	ROCA National Programme Officer (NPO) in Tashkent and ROCA Human Rights Officer (HRO) in Bishkek	

### II. Background Information

Human rights can only be achieved through an informed and continued demand by people for their protection. Human rights education promotes values, beliefs and attitudes that encourage all individuals to uphold their own rights and those of others. It develops an understanding of everyone's common responsibility to make human rights a reality in each community.

Human rights education constitutes an essential contribution to the long-term prevention of human rights abuses and represents an important investment in the endeavour to achieve a just society in which all human rights of all persons are valued and respected.

The UN High Commissioner for Human Rights coordinates, among others, United Nations education and public information programmes in the field of human rights (General Assembly Resolution 48/141).

Advocacy of the implementation of the 4th phase of the World Programme for Human Rights Education (the Human Rights Council's resolution 39/3, 27 September 2018), with special emphasis on quality human rights education based on international standards on equality and non-discrimination, and inclusion and respect for diversity with the aim of building inclusive and peaceful societies, and to align human rights education with the 2030 Agenda for Sustainable Development and specifically with target 4.7 of the Sustainable Development Goals was outlined as Output 9 for OHCHR ROCA's annual activities for 2022.

OHCHR ROCA, for several years, has been promoting human rights education in Uzbekistan and assisting Law schools and legal profession educational institutions of Uzbekistan in designing human rights education materials, including Curriculum for the Human Rights Master Program. In December 2021, Law schools of Uzbekistan with support of OHCHR ROCA launched a Consortium of Law schools of Uzbekistan.

However, in order to disseminate human rights and ROCA activities in Uzbekistan among wider population, OHCHR ROCA plans to recruit National Consultant on communication with public until the end of 2022.

### III. Functions / Key Outputs Expected

Under direct supervision of the NPO in Tashkent and the Regional Representative of OHCHR ROCA in Bishkek, the National Consultant will perform the following duties and responsibilities:

- In collaboration with the NPO in Tashkent and the Regional Representative of OHCHR ROCA in Bishkek to develop an effective communication strategy for promoting OHCHR human rights education in Uzbekistan/Central Asia, which should include but not limited to the following:
  - Open and operationalize a YouTube channel on "OHCHR for Human Rights Education in Central Asia";
  - Record video lectures on human rights during events organized/co-organized by OHCHR ROCA, the visits of experts invited by OHCHR ROCA;
  - Prepare and producing for publishing videos, photographs and other visual materials of events/lectures on OHCHR ROCA's social media platforms;
  - Coordinate translation of the videos, including enabling them to be accessible for persons with disabilities;
  - Prepare short descriptions and other documents supplemented to the videos for posting in consultation

<ul style="list-style-type: none"> <li>with NPO;</li> <li>- Monitoring video, PRs views and feedbacks.</li> <li>• Develop a work plan for promoting human rights education in Uzbekistan/Central Asia;</li> <li>• Maintain YouTube/Facebook/Twitter account of OHCHR ROCA by ensuring the spread of lectures on human rights, PRs, information about the activities of the OHCHR ROCA in Uzbekistan;</li> <li>• Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the organization's activities, products and/or services.</li> <li>• Develop and maintain effective relationship with three leading law universities, which are developing human rights master programme.</li> <li>• Respond to media inquiries, arrange interviews, and, when necessary, act as a spokesperson for the organization.</li> <li>• Establish and maintain effective relationships with journalists, and maintain a media database.</li> <li>• Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required.</li> <li>• Maintain records of media coverage and collate analytics and metrics.</li> <li>• Proficiency in design and publishing software.</li> <li>• Manage conflict as it arises and escalate to management.</li> <li>• Maintain contact with other national consultants of ROCA to ensure coherence of messages and coordination of efforts in line with guidance of ROCA and international human rights law and principles;</li> <li>• On a monthly basis, to provide short written reports to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>
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#### IV. Deliverables and Deadlines

The following schedule of deliverables is expected under the current assignment, ensuring video lectures are accessible for persons with disabilities:

Outputs	Due date	Instalments
<b>Output 1.</b> <ul style="list-style-type: none"> <li>• Prepare a video lecture on HR concept and non-discrimination (1<sup>st</sup> School for youth with disabilities)</li> <li>• Prepare a video lecture on international practise on implementation of the Views of the UN Committees</li> <li>• Monthly short written report to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>	10 April 2022	1 <sup>st</sup> instalment (10%)
<b>Output 2.</b> <ul style="list-style-type: none"> <li>• Prepare a video lecture on CESC (1<sup>st</sup> training with ICJ)</li> <li>• Prepare a video lecture on CRPD provisions (2<sup>nd</sup> School for youth with disability)</li> <li>• Monthly short written report to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>	29 April 2022	2 <sup>nd</sup> instalment (10%)
<b>Output 3.</b> <ul style="list-style-type: none"> <li>• Prepare a video lecture on right to participation</li> <li>• Prepare a video lecture on advocacy of the right of PwD (3<sup>rd</sup> School for</li> </ul>	31 May 2022	3 <sup>rd</sup> instalment (10%)

youth with disability <ul style="list-style-type: none"> <li>Monthly short written report to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>		
<b>Output 4.</b> <ul style="list-style-type: none"> <li>Prepare a video lecture on CESSCR (2<sup>nd</sup> training with ICJ)</li> <li>Prepare a video lecture on HR Manual</li> <li>Monthly short written report to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>	30 June 2022	4 <sup>th</sup> instalment (10%)
<b>Output 5.</b> <ul style="list-style-type: none"> <li>Prepare a video lecture on the role of NGOs in protection of the rights of PwD</li> <li>Prepare a video lecture on the topic required by hiring manager</li> <li>Monthly short written report to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>	29 July 2022	5 <sup>th</sup> instalment (10%)
<b>Output 6.</b> <ul style="list-style-type: none"> <li>Prepare two video lectures on the topic required by hiring manager</li> <li>Monthly short written report to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>	31 August 2022	6 <sup>th</sup> instalment (10%)
<b>Output 7.</b> <ul style="list-style-type: none"> <li>Prepare two video lectures on the topic required by hiring manager</li> <li>Monthly short written report to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>	30 September 2022	7 <sup>th</sup> instalment (10%)
<b>Output 8.</b> <ul style="list-style-type: none"> <li>Prepare two video lectures on the topic required by hiring manager</li> <li>Monthly short written report to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>	31 October 2022	8 <sup>th</sup> instalment (10%)
<b>Output 9.</b> <ul style="list-style-type: none"> <li>Prepare two video lectures on the topic required by hiring manager</li> <li>Monthly short written report to ROCA, addressed to the NPO in Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.</li> </ul>	30 November 2022	9 <sup>th</sup> instalment (10%)
<b>Output 10.</b> <ul style="list-style-type: none"> <li>Prepare two video lectures on the topic required by hiring manager</li> <li>Monthly short written report to ROCA, addressed to the NPO in</li> </ul>	27 December 2022	10 <sup>th</sup> instalment (10%)

Tashkent and the RR in Bishkek on his/her activities during the two weeks' period.			
<b>V. Monitoring and Control</b>			
<p>Activities and progress will be monitored through regular interaction and review of the outputs by the OHCHR NPO in Tashkent and the RR in Bishkek. All instalments will be disbursed upon submission of required reports. In case if the foreseen Outputs are deemed to have been completed to a standard that does not fully satisfy UN performance criteria, the UN reserves the right to withhold the payment in part or in full.</p> <p>OHCHR</p> <p>The Individual Contractor will be based at the UN House in the OHCHR ROCA room and shall be provided with:</p> <ul style="list-style-type: none"> <li>• Workplace in the office when needed;</li> <li>• Equipment for video/photo producing.</li> </ul>			
<b>VI. Qualifications Requirements</b>			
Education:	Bachelor's degree or successful completion of special courses on communications, journalism, international law, human rights, or related fields.		
Experience:	At least 2 years of relevant working experience.		
Language Requirements:	Fluency in Russian and English and Uzbek.		
Other:	<ul style="list-style-type: none"> <li>• Good knowledge of software for making video lectures;</li> <li>• Knowledge of desktop publishing software (InDesign/Photoshop/etc.).</li> <li>• Excellent verbal, written, and interpersonal skills.</li> <li>• Good time management and organizational skills.</li> <li>• Proficient in Microsoft Office, content management systems, and social media platforms.</li> <li>• Outside-the-box thinking;</li> <li>• Understanding of development issues in the country;</li> <li>• Communication skills;</li> <li>• Ability to work under pressure and with tight deadlines, ethics and honesty;</li> <li>• Ability to use information and communication technology as a tool and resource.</li> </ul>		
<b>V. Signatures- Post Description Certification</b>			
<i>Incumbent (if applicable)</i>			
Name	Signature	Date	
<i>Supervisor</i>			
Name / Title	Signature	Date	