

## TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

<b>TERMS OF REFERENCE (to be completed by Hiring Office)</b>	
Hiring Office:	UNFPA Arab States Regional office / Communications and Advocacy Unit
Purpose of consultancy:	<p>UNFPA ASRO digital and social media platforms (Facebook, Twitter, YouTube, Instagram and LinkedIn) are key engagement tools to raise awareness about the UNFPA mandate in the Arab region, position UNFPA as the UN lead sexual and reproductive health agency, and engage with the public.</p> <p>The objective of this assignment is to hire a consultant to help strengthen UNFPA visibility on social media platforms through:</p> <ul style="list-style-type: none"> <li>● Mapping and analyzing UNFPA ASRO and the country office’s social media platforms in the region,</li> <li>● Develop a detailed comprehensive analytical report that identifies the weaknesses and strengths and recommends suggestions for improvements. The report should include: a) the results of the mapping exercise, b) recommendations to improve UNFPA ASRO and the country office’s performance on social media c) guidance on creating more engaging and creative content, including human interest stories and multimedia materials, and on how to communicate with the public on issues related to UNFPA mandate, d) guidance on potential risks and opportunities to deepen engagement with supporters, particularly young people and influencers.</li> <li>● Develop a social media strategy for 2023-2024,</li> <li>● Develop a guide on running paid ads campaigns that may yield to returns (e.g. increased traffic, increased visibility) (Best practices). The guide should advise on materials that are suited for social ads/paid ads</li> <li>● Develop a guide on how to monitor, analyze and evaluate the social media platforms performance,</li> <li>● Conduct a workshop for the comms focal points to present the mapping exercise results and the new regional strategy for social media 2023-2024.</li> </ul> <p><i>“This will be done in accordance with UNFPA communication and public advocacy strategy – to ensure that UNFPA communication guidelines and quality standards are adhered to”</i></p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<p><b>Description of activities</b></p> <ul style="list-style-type: none"> <li>● Map and analyze the social media platforms of UNFPA ASRO and the 15 country offices of the region.</li> <li>● Develop a detailed comprehensive analytical report that identifies the weaknesses and strengths and recommends suggestions for improvements. The report should include: a) the results of the mapping exercise, b) recommendations to improve UNFPA ASRO and the country office’s performance on social media c) guidance on creating more engaging and creative content, including human interest stories and multimedia materials, and on how to communicate with the public on</li> </ul>

issues related to UNFPA mandate, d) guidance on potential risks and opportunities to deepen engagement,

- Work with UNFPA Comms team to develop a regional social media strategy for 2023-2024
- Work with UNFPA Comms team to develop a guide to serve as reference on running paid ads campaigns and a guide on how to monitor, analyze and evaluate the social media platforms performance.
- Prepare the workshop agenda, content and materials
- Conduct a three-day online workshop for the country offices Comms focal points to present the mapping exercise results, the new regional strategy for social media 2023-2024, and the two regional guides on running paid ads campaigns, and monitoring, analyzing and evaluating the social media platforms' performance.
- Be able to manage and deliver the workshop content while ensuring interactive engagement of all participants in an organized and timely manner.

#### **Outputs/deliverables**

- A detailed comprehensive analytical report that identifies the weaknesses and strengths and recommends suggestions for improvements. The report should include:
  - 1) the results of the mapping exercise,
  - 2) recommendations to improve UNFPA ASRO and the country office's performance on social media
  - 3) guidance on creating more engaging and creative content, including human interest stories and multimedia materials, and on how to communicate with the public on issues related to UNFPA mandate,
  - 4) guidance on potential risks and opportunities to deepen engagement with supporters, particularly young people and influencers.
- A regional social media strategy for 2023-2024. The strategy should provide information and guidance on how to use social media tools and different platforms to attract the attention of the general public, donors, young people, civil society, etc, ensuring branding is consistent and cohesive across all platforms. The strategy should include:
  - 1) Goals and objectives,
  - 2) Audience persona
  - 3) Key messages
  - 4) Brand voice and visuals (Terminology usage, post formatting, hashtag usage and visual guidelines)
  - 5) Tips on posting frequency and timing according to each social media platform
  - 6) Budget tactics and tools
  - 7) Reporting plan ( Monthly, quarterly and annually)
- A guide on running paid ads campaigns that may yield to returns (e.g. increased traffic, increased visibility) (Best practices). The guide should advise on materials that are suited for social ads/paid ads

	<ul style="list-style-type: none"> <li>● A guide on how to monitor, analyze and evaluate the social media platforms performance ( Setting goals, create metrics for measuring goals, right tools to capture metrics, monitor and report and rectify errors)</li> </ul>
<p>Duration and working schedule:</p>	<p>The assignment should be accomplished within two months and one week - <b>starting 8 May to 20 July 2022.</b></p> <p><b>Week 1 and 2 (8 to 21 May )</b> - Mapping and analyzing UNFPA ASRO and the country office’s social media platforms in the region,</p> <p><b>Week 3 and 4 (22 May to 2 June)</b> - Develop a report to provide recommendations to create more engaging and creative content, including human interest stories and multimedia materials and communicate with the public on issues related to UNFPA mandate,</p> <p><b>Week 5 and 6 (5 to 18 June)</b> - Develop a social media strategy for 2023-2024</p> <p><b>Week 7 (19 - 25 June)</b> - Develop a guide on running paid ads campaigns</p> <p><b>Week 8 (25 June to 2 July)</b> - Develop a guide on how to monitor, analyze and evaluate the social media platforms performance</p> <p><b>Week 9 (2 to 9 July)</b> - Prepare materials for the workshop</p> <p><b>Week 10 (18 to 20 July)</b> - Conduct the three-day workshop for the comms focal points to present the mapping exercise results, the new regional strategy for social media 2023-2024, and the two regional guides on running paid ads campaigns, and monitoring, analyzing and evaluating the social media platforms performance.</p>
<p>Place where services are to be delivered:</p>	<p>The consultant will work virtually</p>
<p>Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):</p>	<p>The consultant will submit deliverables electronically. All deliverables are exclusive to UNFPA.</p> <p><b>Upon signing the contract-</b> ASRO Comms team to provide all materials and documents needed for the fulfillment of this consultancy.</p> <p><b>2 June</b> - the consultant to submit the comprehensive report to ASRO Comms for comments</p> <p><b>7 June</b> - ASRO Comms to report back with comments and input</p> <p><b>18 June</b> - the consultant to submit the regional social media strategy 2023-24 to ASRO Comms for comments</p> <p><b>21 June</b> - ASRO Comms to report back with comments and input</p> <p><b>25 June</b> - The consultant will submit the guide on running paid ads campaigns to ASRO Comm for comments</p> <p><b>28 June</b> - ASRO Comms to report back with comments and input</p> <p><b>2 July</b> - The consultant will submit the guide on how to monitor, analyze and evaluate the social media platforms performance</p> <p><b>5 July</b> - ASRO Comms to report back with comments and input</p> <p><b>9 July</b> - The consultant will submit the workshop materials to ASRO Comms</p> <p><b>11 July</b> - ASRO Comms to have a meeting with the consultant to review/discuss the materials</p>

	<b>18 to 20 July</b> - Conduct the three-day workshop
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	Project supervisor is UNFPA's Regional Communications Advisor for the Arab States. He will supervise the project at all stages and will provide approval to the finished product.
Supervisory arrangements:	Regional Communication Adviser, Samir Aldarabi
Expected travel:	None
Required expertise, qualifications and competencies, including language requirements:	<ul style="list-style-type: none"> <li>● Bachelor degree in digital marketing and communications or other relevant field;</li> <li>● Extensive experience (at least 5 years) in digital marketing, including mapping social media platforms, developing social media guides and strategies, conducting training/workshops.</li> <li>● Previous experience with the United Nations system is an asset</li> <li>● Extensive experience building capacities on digital/social media</li> <li>● Excellent interpersonal communication skills, including experience of facilitation of training/workshops and presentation</li> <li>● Excellent communication and written skills in Arabic and English.</li> </ul>
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	<ul style="list-style-type: none"> <li>● UNFPA ASRO will provide all technical support during the whole consultancy and the workshop.</li> <li>● UNFPA ASRO will share any UNFPA guidelines/policies/materials related to the consultancy.</li> <li>● UNFPA ASRO will hold an orientation session with the consultant upo signing the contract</li> </ul>
Other relevant information or special conditions, if any:	<p>All materials will be turned over to UNFPA. Vendors agree to conduct themselves according to UN ethical guidelines.</p> <p>COA: FPA80 18000 RARB9PAR SMStrategy PU0074</p> <p>Payment method:</p> <p>30% upon satisfactory delivery of the comprehensive report</p> <p>30% upon satisfactory delivery of the regional social media strategy 2023-24</p> <p>40% upon satisfactory delivery of the two guides and workshop as certified by the Regional Communications and Advocacy Advisor.</p>