


TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	UNFPA Arab States Regional office / Communications and Advocacy Unit
Purpose of consultancy:	<p>The purpose of the consultancy is to conduct one workshop on Social media management and best practices for the Comms focal points and interested staff members in the Arab States Regional Office . The training will be virtual due to the COVID-19 protective measures.</p> <p>The training aim is to:</p> <ul style="list-style-type: none"> - Develop the following skills of ASRO's Communications focal points and interested staff to: <ul style="list-style-type: none"> ● Create and analyze an effective advertising campaign for our target audience ● Create a creative brief that includes the assets for your paid ad ● Create, edit, and troubleshoot ads in Facebook Ads Manager ● Manage a social media presence - Enhance ASRO Comms focal points' knowledge of how to manage the website and social media to help expand UNFPA's visibility and outreach on the regional and country levels. - Train them on the best practices in managing and updating their platforms, engaging with their audiences and attracting more audiences. - Train them on social media production (content, visuals, hashtags ... etc.) - Establish business goals and brand to create and evaluate an ad campaign in Facebook Ads Manager (practice analyzing metrics) - Discover the ins-and-outs of each social media platform (Facebook, Twitter and Instagram) - How to manage a crisis (negative comments) <p>The consultant should provide UNFPA ASRO with the following:</p> <ul style="list-style-type: none"> ● Expression of interest (EoI) outlining how the training entity/Trainer meets the selection criteria and their understanding of the TOR. ● A summarized description of the scope of work and the intended methodology to be used as well as an initial agenda. ● Names and contacts of three recent professional references (previous clients) for whom similar work has been conducted. ● An example of a similar project completed recently successfully. ● Curriculum vitae (CV) outlining relevant qualifications and experience.
Scope of work: <i>(Description of services, activities, or outputs)</i>	<ul style="list-style-type: none"> ● Creation of the methodology and training/workshop material, and resources ● Interactive, engaging training content. ● Finalizing the methodology and training/workshop schedule ● Based on the adopted methodology and training/workshop schedule, conducting the training/workshop ● Conduct the evaluation of the training/workshop ● Report on the conducted training/workshop
Duration and working schedule:	<p>Initial dates are by end of September 2021 (to be determined)</p> <p>The training is expected to be completed within three working days.</p> <p>Three days after signing of the contract the trainer/facilitator should be able to provide to UNFPA/ASRO the plan for implementing training sessions that will articulate the overall requirements of the TOR, including proposed methodology, work plan with clear timelines, and division of labour.</p> <p>Total duration of the job is six working days</p>
Place where services are to be delivered:	The consultant will work virtually
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>The consultant will submit deliverables electronically. All deliverables are exclusive to UNFPA.</p> <p>The following will be the expected deliverables of the consultant:</p>

	<ul style="list-style-type: none"> • Preparation of the training programme, content and materials, including methodology, as well as quality assurance plan; • Evaluation of the participants' level of interaction and engagement, the clarity of the objective of the training, the relevancy of the topics covered to the Comms' work, the smooth flow of the content, the quality of the materials used, the general organization of the training, the sufficiency of the time allocated for the training. The evaluation form will be developed by the consultant in coordination with ASRO Comms team and shared with the participants at the end of everyday, • The ability to manage and deliver the training's content while ensuring interactive engagement of all participants in an organized and timely manner, • The provision of professional one-on-one advices and support to participants whenever needed during the training/workshop, • Final report on the implementation of the tasks after finishing the training/workshops. The report will include: number of participants, materials used, an analysis of the feedback of the participants provided in the evaluation forms, and feedback of the consultant on the capacity building needs/gaps of the participants.
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:	Samir Aldarabi
Expected travel:	None
Required expertise, qualifications and competencies, including language requirements:	<ul style="list-style-type: none"> • Bachelor degree in media and communications or other relevant field; • Extensive experience (at least 5 years) in completing trainings/workshops for United Nations agencies, International Non-Governmental Organizations and other media outlets • Extensive experience building capacities on media and communications • Excellent interpersonal communication skills including experience of facilitation of trainings/workshops and presentation • Excellent communication and written skills in Arabich. Knowledge of English language is a must.
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"> • UNFPA ASRO will be the host of the training workshops and will provide all technical support during the course. • UNFPA ASRO will share any UNFPA guidelines/policies/glossary related to writing. • UNFPA ASRO will hold an orientation session with the consultant/trainer prior to the training workshops.
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 RARB8COM COSUPCOM PU0074</p> <p>Payment method: 100% upon satisfactory delivery of services as certified by the Regional Communications and Advocacy Advisor.</p>
Signature of Requesting Officer in Hiring Office: Samir Aldarabi, RCA 	
Date: 14/07/2021	