**TERMS OF REFERENCE FOR CONSULTANCY SERVICES**

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| **TERMS OF REFERENCE**  |
| Hiring Office: | UNFPA Sri Lanka |
| Purpose of consultancy: | The Department of Census and Statistics (DCS) is the National Statistical Office in Sri Lanka responsible for the collection and dissemination of statistical data requirements of the government and other data users from students to international users and policy makers. It provides statistics required for policy formulation aimed at the development of the country. DCS continuously conducts surveys and censuses and releases accurate and timely information on agriculture, industry, trade, population, national income and other demographic information. In addition, it provides statistical consultancy services to the agencies that require assistance on statistical matters.The DCS produces a wide range of statistical data that can be used at the individual to the national level for planning and securing a better future. However, the way the data is communicated and disseminated to intend users has limited its application for decision-making across all levels. To ensure better use of data, it is important that all data produced by DCS is presented in a user-friendly format and awareness of available date is improved so that users could easily access and understand the available data. Specifically, the DCS is currently undertaking the preparatory work for the implementation of the fifteenth Housing and Population Census to be conducted in 2021. To ensure the success of the census project, it is important to reach and count everyone living in Sri Lanka. The entire population needs to be well informed of the process in order to participate and provide accurate information. In this regard, the UNFPA is recruiting a **Communications Consultant** to assist DCS to develop a communication strategy and a capacity building plan for communications and data visualization in order to improve the communication and dissemination of its data and activities, including the census, to its target audience.  |
| Scope of work:*(Description of services, activities, or outputs)* | The Communication consultant will:Develop a Communication and dissemination strategy and plan1. Review and assess the communication and dissemination currently undertaken by DCS including all products and channels used, and HR capacity.
2. Conduct focus group discussions with DCS, other competing data producers, data users to assess the different user needs.
3. Assess and present good practices from other countries which could be tested/used in the local context.
4. Develop a communication and dissemination strategy and implementation plan for DCS in close consultation with DCS. This should include HR requirements for implementation.
5. Present the communication and dissemination strategy and implementation plan to DCS management, departments and ensure that relevant officers are aware and implement the strategy/plan.

Develop a plan to strengthen communications and data visualisation capacity of DCS1. Assess current capacity and identify capacity building needs of DCS officers involved in communication and dissemination activities.
2. Based on the assessment, develop a plan and budget for improving the knowledge and skills of DCS officers to implement the communications and dissemination strategy.
3. Make recommendations on the HR structure for communication and dissemination for DCS.
4. Present the capacity building plan and recommendations on HR structure for communication and dissemination to DCS management and UNFPA.
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| Duration and working schedule: | 20 November – 19 February 2020 |
| Place where services are to be delivered: | The communication consultant will be based at the office of DCS in Battaramulla. |
| Delivery dates and how the work will be delivered: | All strategy and plans will be required in both hard and soft copy. A final report is due within 2 weeks of completion of assignment.  |
| Monitoring and progress control, including reporting requirements, periodicity format and deadline: | Monitoring and progress control: Regular meetings will be held with the consultant, DCS senior management, UNFPA country office on a need basis to monitor progress Reporting: Consultant is required to submit monthly time sheets for approval by the UNFPA Programme Analyst - Population Data & Ageing |
| Supervisory arrangements:  | Consultant will report to UNFPA and to the Director - Training, Research and Special studies, Data Dissemination, DCS.  |
| Expected travel: | Travel to DCS and UNFPA office.  |
| Required expertise, qualifications and competencies, including language requirements: | * Master degree in Mass Media and Communication or related field
* Minimum two years proven experience in strategic communications
* Proven leadership experience in developing and implementing a communications and dissemination strategy for a large scale organization
* Experience in identifying capacity gaps and developing capacity building plan on communications
* Experience in working on data visualization, social media and communication
* Knowledge and experience in statistics is desirable
* Knowledge of current development in the areas of communication and data visualization
* Ability to work effectively both independently and as part of a team
* Ability to work on tight deadlines
* Fluency in spoken and written English and Sinhala and/or Tamil
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| Inputs / services to be provided by UNFPA or implementing partner, if applicable: | Information required for the performance of assignment will be provided by DCS and access to relevant officers will be facilitated by DCS. |
| Other relevant information or special conditions, if any: | Interviews for this assignment will take place approximately 5 working days after the deadline for applications. Shortlisted candidates invited for the interview will be required to make a presentation as part of the assessment.  |
| Signature of Requesting Officer in Hiring Office: Poorani RadhakrishnanDate: 25 October 2019 |