

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

TERMS OF REFERENCE - Social Media Content developer	
Hiring Office:	UNFPA, Sri Lanka
Purpose of consultancy:	<p>UNFPA has been providing technical support to the Department of Census and Statistics (DCS) since 2019 to strengthen its communication and data visualization (DV) capacity with the aim of creating a modern and transparent department that connects directly with its audience in an effective manner. Through this support a communication strategy for DCS was developed and implementation of the strategy was initiated in 2020. One of the objectives of this strategy is to create a data use culture by targeted campaigns on social and traditional media.</p> <p>To support this effort, the UNFPA is recruiting three competent and innovative copywriters for Tamil, Sinhala and English, with quick turnaround times, who are able to utilize their social media experience to create content, optimize hashtags and engage with target audiences on digital platforms.</p>
Scope of work: <i>(Description of services, activities, or outputs)</i>	<p>Consultant will work directly with the Communications Consultant from the UNFPA and the Communications Division Head from DCS. Consultant might need to also liaise with the communications team as content is processed or in the event of questions and clarifications. She/he will:</p> <ul style="list-style-type: none"> • Create and supply 45 posts (text only, no design required) that comprise of text for the graphics post, captions and hashtags. • Create and supply 3 sound clips that are 60-90 seconds each (scripts and recorded audio files required). Content might be directly provided from DCS or will need to be captured from selected survey documents that will be shared with the consultant. • Edit, Translate one document of approximately 6000 words • Edit and proofread documents as needed. • Collaborate with DCS and UNFPA to create posts and content for online dialogue with audiences. • Promote the social media platforms of DCS.
Duration and working schedule:	<p>15 August 2021 – 10 December 2021 Part time position - Deliverables based</p> <ul style="list-style-type: none"> • Text based content delivery: <ul style="list-style-type: none"> ○ Post texts, captions and hashtags to be submitted within 5 working days from receiving specific information. ○ 2-week turnaround for submitted surveys (that requires review and extraction) from the request ○ Document to be translate should be submitted within 10 working days from the request. • Audio recordings delivery: <ul style="list-style-type: none"> ○ Script to be provided within 5 working days from the request. ○ Audio clips (once script is approved) to be provided within 5 working days from the request
Place where services are to be delivered:	Colombo, Sri Lanka (Remote)
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	All deliveries will be digital Remote location, all work can be transferred electronically.
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	Monthly progress report detailing the task completed and outputs produced should be submitted to the UNFPA National Programme Analyst – Population Data and Ageing. The deadline for submission of progress reports is the 5 th of the following month. For example, the progress report for the month of August should be submitted on 5 September 2021.
Supervisory arrangements:	Consultant will report to UNFPA and to the Director - Training, Research and Special studies, Data Dissemination, DCS.
Expected travel:	No travel necessary.

<p>Required expertise, qualifications and competencies, including language requirements:</p>	<p>Academic/professional Qualification:</p> <p>Academic qualification and Experience</p> <ul style="list-style-type: none"> • A Bachelor’s degree in Communications, Media, Politics, Journalism, Language, Literature or other related disciplines with minimum 4 years of experience as a social media copywriter or related role OR Completion of GCE A/L with minimum 5 years of experience as a social media copywriter or related role. • Experience as a voice over artist • Experience with SEO <p>Required Competencies:</p> <p>Values:</p> <ul style="list-style-type: none"> • Exemplifying integrity • Demonstrating commitment to UNFPA and the UN system • Embracing cultural diversity • Embracing change <p>Core Competencies:</p> <ul style="list-style-type: none"> • Achieving results • Being accountable • Developing and applying professional expertise/business acumen, • Thinking analytically and strategically • Working in teams/managing ourselves and our relationships • Communicating for impact <p>Functional Competencies:</p> <ul style="list-style-type: none"> • Ability to write clear, impactful copy in a distinct voice and style • Ability to create voice recordings • Understand Social Media audience growth strategies and use SEO principles to maximize copy’s reach • Knowledge of online content strategy and creation • Ability to meet deadlines • Good planning, multi-tasking and time management skills • Excellent writing, editing, proofreading and communication skills • Strong research skills • Creativity and collaborative spirit <p>Language: Fluency in spoken and written English and Tamil and/or Sinhala</p>
<p>Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:</p>	<p>Surveys will be provided to extract important content. Translation and editing document will be provided at the onset of the project Draft posts will be provided that require copywriting and clean-up.</p>
<p>Other relevant information or special conditions, if any:</p>	<p>Payment of fees will be based on deliverables on a monthly basis (minimum of 10 posts and 1 audio recording per month with the document to be translated prioritized the first month).</p> <p>Interested individuals must submit the following documents and information to demonstrate their experience and qualifications:</p> <ul style="list-style-type: none"> • Detailed personal Curriculum Vitae including relevant and past experience in similar domain and scope of work, including 3 references. • A portfolio that includes copy samples, past copywriting work and voice recordings should be submitted along with the Curriculum Vitae.

- | | |
|--|--|
| | <ul style="list-style-type: none">• Financial offer details, clearly outlining consultancy professional fee articulated around deliverables. Please use Annex 1 – Rate card to submit the financial offer. |
|--|--|

Signature of Requesting Officer in Hiring Office: *R. Poorani*

Date: 12 August 2021

Annex 1 - Rate Card

Description	Unit	Qty	Unit Rate	Total Rate
Create and supply 45 posts (text only, no design required) that comprise of text for the graphics post, captions and hashtags.	Posts	45		
Create and supply 3 sound clips that are 60-90 seconds each (scripts and recorded audio files required). Content might be directly provided from DCS or will need to be captured from selected survey documents that will be shared with the consultant.	Scripts	3		
Edit, Translate one document of approximately 6000 words	Document	1		
Edit and proofread documents as needed. (provide rate per A4 page)	A4 Page	1		
Collaborate with DCS and UNFPA to create posts and content for online dialogue with audiences.	Hours	24		
Promote the social media platforms of DCS.	Hours	24		
Total				