



## TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

<b>TERMS OF REFERENCE (to be completed by Hiring Office)</b>	
Hiring Office:	Colombo - UNFPA
Purpose of consultancy:	<p>Organizational context</p> <p>The letter of exchange between the Embassy of Japan and UNFPA was signed in March 2019 for PROMISES (the Project for the improvement of access to information and services of Sexual and Reproductive Health and Rights and of Gender Based Violence for women and young people) to make UN Security Council's Women Peace and Security resolution 1325 and Youth Peace and Security 2250 a reality. Good sexual and reproductive health is a state of complete physical, mental and social well-being in all matters relating to the reproductive system. It implies that people are able to have a satisfying and safe sex life, the capability to reproduce, and the freedom to decide if, when, and how often to do so.</p> <p>One of the factors that influence on unstable and perpetuated violence against women and young people is myths and misconceptions related to Sexual and Reproductive Health and Rights (SRHR), especially family planning. The topics of family planning have been focused and featured in SNS used as manipulative tools in relation to population control of particular ethnic groups whereas it should have been considered in more positive light in terms of a woman's ability and right to freely and responsibly choose number, spacing and timing of their children. Fake news and extreme opinions that lacked a scientific basis have been widely spread through individual accounts and group pages that were sometimes led by influential personnel, such as religious leaders.</p> <p>At the inception of the Family Planning programme in Sri Lanka, FP was portrayed as a population control mechanism that caused the public to have a negative perception of Family Planning. This has caused many myths and misconceptions that have resulted in discouraging the use of family planning methods and services. Considering this crucial situation, it has become paramount to address and reposition the concept of FP which would allow professionals working for FP and SRHR to provide accurate, scientific, and quantitatively proven information to women and young persons. Therefore, the communications campaign is planned to deliver messages to the target audiences based on accurate information and scientific data to reposition FP.</p> <p>The purpose of this consultancy work would be to support to plan, develop and execute the communications campaign by coordinating with the Sri Lanka College of Obstetricians and Gynecologists (SLCOG) and the media agencies. The consultant should provide technical inputs and guide the media agencies to produce appropriate and effective messages and materials tailored to the target audiences in accordance with the campaign strategy and the UNFPA's Public Information and Communications Policy. Finally, the consultant must ensure to achieve the targets of this communications campaign by following up media analytics tracking in-depth audience engagement, content usage, and quality metrics.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	Scope of work <ul style="list-style-type: none"> <li>● Serve as the primary communications interface between the hired media agencies and UNFPA in relation to the proposed media campaign</li> <li>● Support to plan, develop and execute the communications campaign by guiding the Media agency/agencies</li> <li>● Provide media and communications related technical inputs to ensure that tailored messages and contents would be effectively reaching to the target audiences</li> <li>● Support to check the technical perspectives and scientific evidence of each content that the media agencies create together with SLCOG and UNFPA.</li> <li>● Coordinate with the UNFPA Country Office communications team to ensure the quality of the contents and other materials and disseminate updated information of the campaign using UNFPA's online platforms</li> <li>● Manage logistics of events and meetings with SLCOG, media agencies, and other stakeholders</li> <li>● Support to monitor and evaluate the impact of the communications campaign. This includes regular scanning of the media to ensure any negative comments/backlash is proactively addressed together with the corporate communications team and the project team.</li> <li>● Apart from the campaign, contribute to the development of human-interest stories, press releases, articles, factsheets, infographics, videos, etc to effectively communicate the objective and impact of the project.</li> </ul>
Duration and working schedule:	Part-time, 3.5 months (3 <sup>rd</sup> week of December 2021 – March 2022)

	The consultant will have to put 10 days per month.
Place where services are to be delivered:	Colombo at UNFPA Sri Lanka office, venues of sensitization sessions in 5 provinces
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>A work plan (December 2021)</p> <p>Finalized draft messages and contents for the communications campaign by coordinating with SLCOG and the media agencies (January 2022)</p> <p>Reporting on working progress (every week)</p> <p>Meeting memo and other documentations (every time after an occasion)</p> <p>Communications materials such as information sheets, infographics, video clips and case stories etc (as required)</p> <p>The work should be executed;</p> <ul style="list-style-type: none"> <li>● With high quality standard of deliverables</li> <li>● In a timely manner</li> <li>● Keeping in mind gender, religious and cultural sensitivities</li> </ul>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p>Monitoring and progress control: Regular meetings will be held on a need basis to monitor progress</p> <p>Reporting: Consultant is required to submit monthly time sheets for approval by the Project Manager</p>
Supervisory arrangements:	Project Manager of PROMISES
Expected travel:	Travel to project locations as required
Required expertise, qualifications and competencies, including language requirements:	<p><b>Education:</b></p> <ul style="list-style-type: none"> <li>● Completion of secondary level education (G. C. E. A/L) is mandatory. Bachelor degree in communications, journalism, public relations, international relations or other relevant subject is desirable.</li> </ul> <p><b>Knowledge and Experience:</b></p> <ul style="list-style-type: none"> <li>● With secondary level education - at least 6 years' experience in a similar role is required</li> <li>● With a Bachelor degree – at least 5 years' experience in a similar role is required</li> <li>● Strong organizational skills including multi-tasking and time management</li> <li>● Working knowledge of Microsoft applications and graphic designing platforms</li> </ul> <p><b>Required Competencies:</b></p> <p><b>Values:</b></p> <ul style="list-style-type: none"> <li>● Exemplifying integrity,</li> <li>● Demonstrating commitment to UNFPA and the UN system,</li> <li>● Embracing cultural diversity,</li> <li>● Embracing change</li> </ul> <p><b>Core Competencies:</b></p> <ul style="list-style-type: none"> <li>● Achieving results,</li> <li>● Being accountable,</li> <li>● Developing and applying professional expertise/business acumen,</li> <li>● Thinking analytically and strategically,</li> <li>● Working in teams/managing ourselves and our relationships,</li> <li>● Communicating for impact</li> </ul> <p><b>Functional Competencies:</b></p> <ul style="list-style-type: none"> <li>● Delivering results-based programmes</li> <li>● Strong organizational skills including multi-tasking and time management</li> <li>● Advocacy/ Advancing a policy-oriented agenda</li> <li>● Leveraging the resources of national governments and partners/ building strategic alliances and partnerships</li> </ul> <p><b>Languages:</b></p> <p>Fluency in spoken and written English and Tamil and/or Sinhala</p>
Inputs / services to be provided by UNFPA or implementing partner (e.g	Travel costs will be provided by UNFPA as required.

support services, office space, equipment), if applicable:	
Other relevant information or special conditions, if any:	N/A
Signature of Requesting Officer in Hiring Office: Date: 02-Dec-2021	<p>DocuSigned by:  7366FC58597E462...</p>

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