**TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT**

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| **National Consultant (NC) to support the Behavior Change Communication component of UNFPA A&Y programme in the context of COVID 19 pandemic**  |
| Hiring Office: | UNFPA Bangladesh  |
| Overview and Purpose of consultancy: | UNFPA, the United Nations Population Fund, is the United Nations sexual and reproductive health and rights agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA has been working in partnership with the Government of the People’s Republic of Bangladesh since 1974, providing technical and advisory services and support. The 9th Country Programme of UNFPA focuses on below four areas: 1) Sexual and Reproductive Health and Rights focusing specifically on expansion of skilled birth attendance, emergency obstetric and neonatal care, family planning and reduce maternal morbidities; 2) Adolescents and Youth focusing on ending child marriage, comprehensive sexuality education and life skills and access to sexual and reproductive health information and services; 3) Gender equality and prevention of Gender-based violence (GBV) focusing on changing harmful gender norms and building the capacities of national institutions to prevent and address GBV; and 4) Placing people at the centre of development by applying data to drive policies, budgeting and programming.Education services have been brought into screeching halt in Bangladesh since March 2020 due to advent of COVID-19 pandemic. Restrictions to curb and flatten spread of COVID 19 pandemic have severely disrupted continuity of school-and-community based programmes, both of which were main channels to reach adolescents and youth for UNFPA. Under the second phase of GPECM, a number of behavior change communication activities have been planned to challenge harmful social norms and empower marginalized adolescents and youth. Against this backdrop, UNFPA A&Y unit is looking for the national consultancy services to technically support various behavior and social norms changing interventions in the context of COVID 19 pandemic. Select consultant will also be tasked to support both programme and technical communication and information dissemination activities through mix of technologies such as one-way broadcasting programmes (TV and radio) and web and social media.  |
| Scope of work:*(Description of services, activities, or outputs)* | Description of ActivitiesThe following is an indicative but not exhaustive list of tasks to be undertaken by the consultant:• Provide technical support to Implementing Partners of UNFPA Adolescent and Youth Unit to ideate, design, prototype and implement behavior change programmes on empowerment of adolescents and youth, provision of life skills education in the context of COVID 19 restrictions; * Develop and implement a communications plan for the Adolescent and Youth programme, aligned with UNFPA Bangladesh’s communications strategy.

• Identify communication needs and opportunities to support A&Y work and promotion of A&Y related activities.• Write and disseminate media releases, articles, editorials, and other communication materials.• Develop and update printed or digital materials, such as reports, brochures and fact sheets.• Support communications for meetings and workshops, including translating presentations into attractive formats and graphics.• Support the Communications Unit on selected activities related to the A&Y unit on storytelling and media outreach.* Any other relevant tasks that may be given by UNFPA management
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| Duration and working schedule: | This consultancy will be for four months from September 2021 to December 2021, with possible extension upon successful delivery of duties and continued requirement of services. |
| Place where services are to be delivered: | The services are to be delivered within Bangladesh. The consultant will be based at the UNFPA Bangladesh office. |
| Delivery dates and how work will be delivered (*e.g.* electronic, hard copy etc.): | The consultant will work under the overall guidance of the Programme Specialist - Adolescent and Youth and direct supervision of the Programme Analyst – Adolescent and Youth/Child Marriage and will deliver services as outlined below:* 2 Behavior change and social mobilization programmes developed and implemented on adolescent and youth empowerment in partnership with UNFPA and their IPs;
* A communications plan for the Adolescent and Youth Unit, aligned with UNFPA Bangladesh’s communications strategy;
* Publication of media releases, articles, editorials, and other communication materials;
* Social media posts, videos on the project, case studies and other communication materials developed and shared.
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| Monitoring and progress control, including reporting requirements, periodicity format and deadline: | The consultant will work closely with the Program Analyst – Adolescent and Youth/Child Marriage and the A&Y team in the UNFPA Bangladesh Country Office to carry out the duties, as detailed above. |
| Supervisory arrangements:  | The consultant will work under the direct supervision of the Programme Analyst of the A&Y Unit to carry out the activities mentioned above.S/he will be supported by the A&Y team, as and when necessary.  |
| Expected travel: | Consultant will adopt the same work modality as the UNFPA staff members.  |
| Required expertise, qualifications and competencies, including language requirements: | Required Core Competencies:• Integrity/Commitment to UNFPA mandate and the UN system• Knowledge sharing/continuous learning• Valuing diversity• Working in teams• Communicating information and ideas• Conflict and self-management abilities• Results orientation/Commitment to excellence Essential Qualifications: • Masters degree in a relevant field (e.g. Communications, Marketing, Journalism, Public Relations).• At least 5 years' professional experience in communications work related to the roles and responsibilities of this position.• Good time management skills: Ability to perform well while handling a number of functions simultaneously.• Ability to work in a team and independently and deliver a communications plan and its implementation on time and on budget.• Excellent communication skills (written and oral) in English. • Strong analytical skills and creative thinking and writing skills.• Initiative, sound judgment and demonstrated ability to work harmoniously with staff members of different national and cultural backgrounds; • Previous volunteer experience from the non-profit sector or engagement with youth groups is an advantage. |
| Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable: | The consultant will be responsible for arranging his/her own computer and other working aid equipment. UNFPA will also consider and/or provide for using a laptop and other office equipment for this consultant subject to availability and upon request from the consultant. The consultant will be given office space at the UNFPA office in the Department of Women Affairs, however, in current context is expected to work from home until further notice.  |
| Other relevant information or special conditions, if any: | Monthly payment upon submission and approval of time sheet by the supervisor.  |
| COA | GPECMBGD-PROCU32YDWAFPA-UCJ18-60500-PU0074 |
| **Application Instruction** Applicants with the required qualifications and experience stated above (required expertise, qualifications and competencies, including language requirements) should submit a copy of curriculum vitae (CV) with a cover letter.Please send your application electronically to dedicated email addresses of: unfpabangladesh@unfpa.org and radas@unfpa.orgNote: Only those candidates who meet all qualifications and experience will be contacted for further consideration.Female candidates are encouraged to apply.The application deadline is 15 August 2021. |
| **Name and Signature of Requesting Officer in Hiring Office:** liza Azyei, Programme Specialist – Adolescent and Youth.Date: July 11, 2021**Name and Signature of Clearing Officer in Hiring Office:** YZB Signature Yitbarek Zewdie, International Operations Manager Date: 11/07/2021**Name and Signature of Approving Officer in Hiring Office:** Eiko Narita (Ph.D.), Officer-in-Charge Date: 12 Jul 2021 |