

## TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

### Communications and Advocacy Consultancy

TERMS OF REFERENCE	
Hiring Office:	United Nations Population Fund, Country Office, Brazil
Context:	<p><b>Organizational context</b></p> <p>The new country programme for Brazil was approved by the Executive Board for a five-year period of 2024-2028 and will apply the following accelerators: (a) ‘leaving no one behind’ and reaching those furthest left behind first, as an overarching strategy, considering the impacts of intersecting inequalities; (b) human rights-based, intercultural, intersectional and gender-transformative approaches, promoting the transformation of discriminatory gender and social norms that are structural barriers in access to services and opportunities; (c) data and evidence, addressing data gaps for adequate policymaking and monitoring of the SDGs and the three transformative results; (d) partnerships, United Nations coordination and financing, including SSTC initiatives: and (e) resilience, adaptation and complementarity among development, humanitarian and peace-responsive efforts, with a focus on accelerating development in the regions with the greatest equity gaps or most affected by humanitarian emergencies.</p> <p>The CPD is based on a total resource plan of USD 30.0 million of which USD 7.5 million from regular resources and USD 22.5 million through co-financing modalities or other resources.</p> <p>Brazil supports the International Conference on Population and Development (ICPD) agenda and ratified the major international instruments for the promotion and protection of human rights, including sexual and reproductive rights. The country submitted 13 voluntary national commitments related to ICPD25. The UNFPA country programme builds on a robust legal, policy and accountability framework to ensure access to sexual and reproductive health and rights, although their full implementation remains a challenge.</p> <p>The proposed country programme is the result of an extensive consultation process, held during the development of the UNSDCF, 2023-2027, which involved a wide range of stakeholders, including governmental institutions, at national and subnational levels, statistical agencies, academia and civil society and community-based organizations, including representatives of the furthest left-behind populations.</p> <p>The vision for the proposed programme, resulting from the theory of change process, is that by 2028, women, adolescents and youth, particularly those furthest left behind, can fully exercise their sexual and reproductive health and rights and be free from gender-based violence throughout their lifecycle, in an enabling environment that promotes universal access to SRH and GBV services and equal opportunities for all population groups regardless of gender, race/ethnicity, age, income and geographical location. The programme will support government actions to reduce equity gaps in the achievement of the three transformative results of</p>

	<p>UNFPA, particularly for the furthest left-behind groups, particularly Afro-descendants, indigenous people, traditional communities, people with disabilities, LGBTQIA+ and key populations, migrants and refugees.</p> <p>UNFPA will leverage multi-stakeholder partnerships, including with governmental and non-governmental institutions, at national and subnational levels, other United Nations organizations, academia and centres of excellence and think tanks, professional associations, women-led and youth-led organizations, civil society and community-based organizations, particularly networks or groups that are representative of furthest left-behind populations, and the private sector.</p>
<p>Scope of work:</p> <p><i>(Description of services, activities, or outputs)</i></p>	<p>Under the overall guidance of the CO Representative the incumbent shall develop the following major duties and responsibilities:</p> <p><b>Duties and Responsibilities:</b></p> <p><b>General Assignment</b></p> <ul style="list-style-type: none"> <li>● Support the design and implementation of media strategies that advance UNFPA visibility;</li> <li>● Coordinate responses to incoming media inquiries, review of press releases, and relevant news coverage monitoring;</li> <li>● Assist with public information of UNFPA at events and engagements through the preparation and positioning of high-quality knowledge products;</li> <li>● Identify and reach out to high-level supporters who can help amplify UNFPA’s brand story and engage with key audiences. Work on campaigns and/or events that match both UNFPA’s and the influencer’s interests;</li> <li>● Support partnerships and resource mobilization goals;</li> <li>● Undertake other tasks as may be assigned by the Representative.</li> </ul> <p><b>Communications</b></p> <ul style="list-style-type: none"> <li>● Institutional, representative and programme Communications Strategy;</li> <li>● Promotes awareness about UNFPA centrality to the ICPD agenda through the dissemination of strategic information and materials;</li> <li>● Identifies and develops activities to enhance the visibility of UNFPA's work and activities;</li> <li>● Makes recommendations and supervise the design and delivery of institutional image and advocacy activities;</li> <li>● Review documents and materials intended for use within and outside the organization to ensure consistency and style guide of communications;</li> <li>● Formulates strategy for UNFPA branding and provides guidance on the objectives, content and direction of corporate image activities;</li> <li>● Formulates strategy for the implementation of promotional activities and materials;</li> <li>● Develops and/or adapts communications procedures and protocols (editorial policy, logo use, etc.); manages communication files (photo library, hardcopy and online libraries, etc.).</li> </ul>

	<p><b>Communications Activities</b></p> <ul style="list-style-type: none"> <li>● Maintains networks and knowledge assets for use within visibility and institutional image initiatives;</li> <li>● Manages the updates on UNFPA Brazil communications channels;</li> <li>● Organizes advocacy campaigns;</li> <li>● Develops documents / publications / communication materials, presentations, speeches, background information for interviews, formal / informal meetings, and other communication events with programme area;</li> <li>● Advocates UNFPA mandate through the strategic distribution of institutional communication materials to key audiences;</li> <li>● Develops advocacy materials (factsheets, presentations, briefs and etc.);</li> <li>● Collects, analyses and disseminates information on sexual and reproductive health and rights, population and development, gender, race and ethnicity equity, HIV/AIDS, humanitarian response and South-South Cooperation.</li> </ul> <p><b>Partnerships</b></p> <ul style="list-style-type: none"> <li>● Develops messages for use by UNFPA staff when working with partners;</li> <li>● Develops strategies for improved and expanded coverage in the media and stakeholders;</li> <li>● Builds consensus with colleagues on the image to be projected and sets priorities on key audiences to be targeted;</li> <li>● Map possible partners and opportunities to leverage UNFPA's institutional image;</li> <li>● Work in collaboration with communication organizations, the UN System, government and the third sector;</li> <li>● Enhance UNFPA's image and develop a digital partnership strategy;</li> <li>● Strengthen UNFPA's image as a reliable source for the press.</li> </ul>
Duration and working schedule:	3 months - in person - renewable according to the country office necessity.
Place where services are to be delivered:	Products must be delivered by e-mail to the addresses: ffernandes@unfpa.org, hein@unfpa.org and kedzierski@unfpa.org.
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>The product must be written in Portuguese, in objective language that can be understood by the general public. The final format of the product must be digital, in file compatible with editing (Word or, when applicable, Excel).</p> <p><b>Delivery Dates:</b></p> <p><b>Product 1:</b> Report of the performed activities during the first month of the consultancy  <b>Date (estimated):</b> October 15, 2024  <b>Amount:</b> 18.757 BRL</p> <p><b>Product 2:</b> Report of the performed activities during the second month of the consultancy  <b>Date (estimated):</b> November 15, 2024</p>

	<p><b>Amount:</b> 18.757 BRL</p> <p><b>Product 3:</b> Report of the performed activities during the third month of the consultancy</p> <p><b>Date (estimated):</b> December 05, 2024</p> <p><b>Amount:</b> 18.757 BRL</p>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p>The consultant's activities will be supervised through the analysis of products, periodic meetings and monitoring the progress of work, in order to eventually enable necessary adjustments.</p> <p>A final evaluation will be conducted upon delivery of the last product.</p>
Supervisory arrangements:	The consultant will develop their activities and products under the supervision of the UNFPA Representative in Brazil.
Expected travel:	If travelling is necessary, the costs will be covered by UNFPA.
Required expertise, qualifications and competencies, including language requirements:	<p><b>Education:</b></p> <ul style="list-style-type: none"> <li>● Graduate degree in Communication/Media Studies, Journalism, Marketing, and/or related fields;</li> <li>● Masters in Communication/Media Studies, Journalism, Marketing, International Relations, Public Health or related fields. In lieu of a master's degree, a first level university degree can be considered when combined with an additional 3 years of relevant qualifying experience over and above the minimum requirement.</li> </ul> <p><b>Experience:</b></p> <ul style="list-style-type: none"> <li>● At least 5 years of relevant progressively responsible professional working experience, and at least 3 years leading, developing and implementing media/communications strategies and plans;</li> <li>● At least 3 years of experience in working for the communication for human rights;</li> <li>● Experience in production and supervision of production of content: written, design, audiovisual and other online and offline communication products and channels;</li> <li>● Experience in coordinating institutional usage of social media including the use of innovative technologies;</li> <li>● Experience in communicating for human rights in government institutions, NGOs, donor institutions and/or the UN System, including high-level media and awareness raising campaigns;</li> <li>● Extensive network with relevant stakeholders, including government, civil society and private sector;</li> <li>● Previous work experience in the UN system at national or international level;</li> </ul> <p><b>Languages</b></p> <ul style="list-style-type: none"> <li>● Fluency in Portuguese;</li> </ul>



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	<ul style="list-style-type: none"> <li>● Fluency in English;</li> <li>● Fluency in Spanish.</li> </ul>
<p>Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:</p>	<p>The consultant will develop the activities at the UNFPA office in Brasília and will have the infrastructure support available to the office team (telephone, computer, printer).</p>
<p>Other relevant information or special conditions, if any:</p>	<p>The application link will be available on the UNFPA Brazil website (<a href="https://brazil.unfpa.org/pt-br/vacancies">https://brazil.unfpa.org/pt-br/vacancies</a>). When clicking on the link, you must complete the Google Form and attach the P11, as requested by the vacancy announcement.</p> <p>Submissions made after the stipulated deadline will not be accepted. Only candidates selected for interviews will be contacted.</p> <p>UNFPA provides a work environment that reflects the values of gender equality, diversity, integrity and healthy work-life balance. We are committed to ensuring gender parity in the organization and therefore encourage women to apply. Individuals from the LGBTQIA+ community, minority ethnic groups, indigenous populations, persons with disabilities, and other underrepresented groups are highly encouraged to apply.</p>