

## Terms of Reference

Reference: CONS 2021/IHP/001

# To support UHC2030 communications

## 1. Purpose

These Terms of Reference (TOR) serve as an overall framework for the services to be provided under this contract to advise on and carry out communication work related to UHC2030.

## 2. Background

UHC2030 is a multi-stakeholder platform which brings together diverse voices and perspectives for the common goal of achieving universal health coverage (UHC), sustains momentum around UHC commitments, and promotes collective action. The platform is a crucial global public good to help accelerate progress towards through convening, building connections and promoting enhanced political and financial commitments for UHC, more coherent health systems strengthening by all relevant health partners, inclusive approaches, and accountability for results.

UHC2030 is looking for a suitable provider to support all aspects of communication processes including strategic advice, development and dissemination of communications messages and products and communication support during events. This will support the above vision, mission and mandate of UHC2030.

## 3. Planned timelines (subject to confirmation)

Start date: 1 April 2021

End date: 31 March 2022

Total duration: Twelve months.

## 4. Objectives

- To support the UHC2030 vision and mission through developing and maintaining strong communication processes and products in the partnership.
- To support the development and application of strategic approaches to communication about health systems strengthening and UHC for UHC2030.

## 5. Deliverables

The services to be provided should consist of:

Deliverable 1: Development of UHC2030 communication products

- Write/edit the UHC2030 Annual Core Team Report

- Write bi-weekly web stories reflecting news from the partnership, including covering key partnership events and news updates
- Write content for 3-4 UHC2030 newsletters and up to 6 newflashes
- Write and devise communications materials as needed, especially focusing on the new narrative
- Support the Core Team with writing and editing as required
- Edit blogs from external partners to be published on the UHC2030 website

#### Deliverable 2: Website management

- Manage and oversee the UHC2030 website in English and French
- Advise on website development to improve communication
- Update website regularly in English and French
- Organise translation of English web content into French via the UHC2030 translator and maintain the website to keep up to speed with the English site
- Liaise with the website company on maintenance and improving the site, according to its contract.

#### Deliverable 3: Dissemination

- Produce and disseminate 3-4 UHC2030 newsletters via Campaign Monitor
- Produce up to 6 newflashes via Campaign Monitor
- Disseminate UHC2030 key messages and products via Twitter
- Support the dissemination of key advocacy products, particularly around UHC Day
- Identify and suggest new external platforms for disseminating UHC2030 key messages and products
- Report on impact of communication dissemination and outreach

#### Deliverable 4: Manage UHC2030 Twitter account

- Write and post original Tweets on a regular basis (2-5 per week)
- Identify and ReTweet relevant Tweets from partners and others (daily)
- Live Tweet through online and face-to-face events (up to ten events) reflecting UHC2030 key messages and elevating the voices of partners
- Produce a social media strategy for improving UHC2030 presence and engagement on Twitter
- Increase the number of followers on Twitter including non-health sector audiences

#### Deliverable 5: Publications management

- Manage the publications process for UHC2030 online and print outputs including reports, policy briefs, and other materials
- Liaise between Core Team members and a designer to product communication outputs as required
- Ensure brand cohesion across all products
- Organise translation into French and design and production of publications in French.

#### Deliverable 6: Strategic advice

- Provide advice on communication strategy for UHC2030 including reaching a wider range of audiences, for example in the non-health sector.

## 6. Requirements – Planning

The amount of days would be for approximately 120 days.

## 7. Coordination & oversight

The consultancy shall be conducted under the overall guidance of the UHC2030 Core Team lead in WHO. During the consultancy period, the contractor shall be working in close cooperation with the WHO and World Bank staff.

## **8. Characteristics of the Provider (estimated requirements, expertise and qualifications)**

The contractor shall have extensive experience and expertise in:

- International strategic communications;
- Public relations, advocacy and media;
- Desirable knowledge of the global public health and international development architecture, and in the areas of health systems strengthening and universal health coverage;
- Fluency in English and working knowledge of French

## **9. Place of assignment**

The consultant is expected to work remotely but to be available for occasional meetings at WHO headquarters in Geneva, Switzerland.