

TERMS OF REFERENCE FOR SERVICE CONTRACTING

Assignment: Provide strategic communications services for UNICEF Nigeria.

Location: Home-based

Duration: February 2022 – February 2024

Estimate number of working days: As and when required, the selected contractor will be contacted

Estimated Start date: 1 February 2022

End date: Pre-qualified individuals will enter into Long Term Arrangement with UNICEF Nigeria initially for 2 years, with a possibility of extension

Reporting to: Chief of Communications, Advocacy and Partnerships

1. JUSTIFICATION/BACKGROUND

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programmes, advocacy and in operations. communications and advocacy plays a key role in this work. UNICEF Nigeria conducts many high level events, policy dialogues and communication activities, including campaigns, on programme priorities, to promote UNICEF's mission.

Strategic communication is a basic requirement for the Communications, Advocacy and Partnerships (CAP) section to highlight and promote the rights of children and young people in Nigeria.

There is a strong need for intermittent and ongoing support to the UNICEF Nigeria Country Office on strategic communications and advocacy engagement for child rights implementation in Nigeria, with the objective of shifting the public, private and policy discourses and achieving budgetary changes in favour of children's rights in Nigeria.

Due to the high volume of content creation needs by UNICEF Nigeria's CAP Section, a long-term arrangement is required to ensure UNICEF can call upon a professional strategic communications company when needed, often on short notice. There is currently limited/no capacity in-house to carry out the required activities by UNICEF's staff.

2. PURPOSE AND OBJECTIVES

The aim of this long-term arrangement with a strategic communications agency is to support UNICEF Nigeria on strategic communications and advocacy engagement for child rights implementation in Nigeria and supporting UNICEF Nigeria's programme priorities.

In addition, the agency will provide overall support to raising the profile of UNICEF in Nigeria around key global campaign moments, such as World Children's Day and other global days, and help to organise dialogues and other opportunities for exchange, including around the humanitarian crisis in the north-east.

3. SCOPE OF WORK

Providing timely strategic communications services resulting in high-quality content for visibility, advocacy, and knowledge sharing purposes.

- a) Support in organising national level activities, international days and advocacy campaigns (especially advocacy on UNICEF programme priorities - routine immunization, ending open defecation, birth registration, education, World Children's Day and other 'global days', etc.)
- b) Conduct research into key influencers and policy makers, identifying strategic approaches and campaign formats likely to influence public opinion and policy
- c) Conduct separate but related and dependent research to identify the characteristics of target audience groups, including: 1) media usage habits; 2) demographic insights; 3) language characteristics; 4) knowledge, attitudes, and practices; 4) optimal length and format of content produced; 5) other information pertinent to the event/campaign development.
- d) Develop detailed plans for event/campaign, media outreach, content development, influencer outreach, measurement and evaluation.
- e) Support in capturing events and activities of high-level celebrities like UNICEF Ambassadors, Friends or Supporters.
- f) Develop communication assets for use in social media, mass media, social and mobile media, and other channels identified in the communication plan. These may include graphics, posters, social media messaging toolkits and/or other assets.
- g) Develop necessary narratives and messaging, and conduct testing of these with focus groups and individual representative of target audiences and populations, as recommended. Revise and update content based on findings and retest if necessary.
- h) Carry out monitoring and evaluation of the impact of the strategic communications work among targeted population groups, using relevant metrics and measurement approaches. Document findings in a report and submit to UNICEF.
- i) Participate in check-in calls or face-to-face meetings with the Chief of CAP and other relevant UNICEF staff on a regular basis, the frequency of these calls to be determined by the Chief of CAP.

4. EXPECTED DELIVERABLES

The contractor will use their expertise to produce high quality products according to UNICEF needs, to be delivered digitally with all relevant files attached.

- Desk review and research conducted to inform strategic advice and development of strategic communications plan
- Conduct research into current and upcoming global campaigns, international days that UNICEF Nigeria will be required to participate in and develop an overall strategic communications plan.
- Conduct audience research to determine key targets for communications and advocacy
- Strategic communications plan, media outreach plan, content development plan, private sector and influencer outreach and engagement plan and campaign evaluation finalized
- Produce high quality creative assets, artwork, graphics, posters, and social media messaging packs, as needed, based on the narrative and key messages for different audiences

- Plan for events engaging youth, viz., youth talks, design challenges, and hackathons
- Produce high quality videos and photos to capture UNICEF's work with detailed caption information. Ensure accurate subtitling of all videos
- Oversee translation during production process from local language to English, when required.
- All hardware and software requirements will be provided by the contractor, and editing will be done from their office

5. REALISTIC DELIVERY DATES AND DETAILS ON HOW THE WORK MUST BE DELIVERED

- Creatives, assets, messages - within 3-5 working days, depending on the length and/or complexity of the project
- All materials will be provided through a shared link/ electronically
- Within a week of photography missions
- Within 10 days of video production

All photographs will be of high resolution, photographs and videos will be shared electronically.

6. OFFICIAL TRAVEL INVOLVED

As and when required according to the need of the assignment.

7. DESIRED QUALIFICATIONS, SPECIALIZED KNOWLEDGE OR EXPERIENCE

A communications and marketing or public relations firm is preferred, with proven, extensive experience of event planning, photography, videography– including audience research, media buying; monitoring; and documenting public-facing communications campaigns in Nigeria.

- At least five years' experience in organising high level events/communication activities
- Having a strong creative team, including experienced photographers and videographers
- Strong editing and post-production skills, including the ability to create a strong narrative with minimal guidance and English language skills
- Skills in using the latest hardware and software for production
- On-time product delivery under tight deadlines.
- Experience working with non-profits, NGOs or international organisations. Working experience with UNICEF is an added advantage.
- Familiarity with UNICEF brand guidelines, quality standards and ethical regulations is an added advantage.
- Experience with UNICEF's programme priorities is a strong asset. Strong contacts with media and government is a requirement.
- Fluency in English is required, and knowledge of Pidgin, Yoruba, Igbo, and/or Hausa is a strong advantage.

MANDATORY REQUIREMENTS:

The institution should meet the following criteria:

- Proven and demonstrable success in a) planning and implementing public relations campaigns and b) monitoring and evaluating the impact of such campaigns in Nigeria.
- Demonstrated knowledge of, and sensitivity to, issues relating to child rights in Nigeria.
- Demonstrated human resources and technical capacity including photography, videography, and design of printed materials
- High-calibre contact base with media and government
- Ability to work independently and to meet tight deadlines
- Strong analytical and conceptual thinking
- Good understanding of child rights policy issues, the Nigerian political discourse and familiarity with UNICEF priority child rights concerns in Nigeria
- Familiarity with the work of UNICEF on advocacy and child rights.

8. PERFORMANCE INDICATORS FOR EVALUATION OF RESULTS

- Timeliness in delivering the assigned tasks, with very good quality of final documents and aesthetically designed products.
- Quality and accuracy will be approved by the CAP team and Chief of CAP, and upon submission of an invoice based on activities completed.

9. FREQUENCY OF PERFORMANCE REVIEWS

Upon delivery of final products and the assignment, performance reviews will be carried out through oral and written feedback.

10. INDICATION OF HEALTH STATEMENT AND CERTIFICATE OF GOOD HEALTH HAS BEEN RECEIVED PRIOR TO SIGNING THE CONTRACT

(for consultants/individual contractors traveling with UNICEF or working in UNICEF Office)

11. UNICEF RECOURSE IN CASE OF UNSATISFACTORY PERFORMANCE

UNICEF reserves the right to withhold payment on each individual and consolidated output until the consultant provide satisfactory quality output as reviewed by the project supervisor. In case of unsatisfactory performance, the payment will be withheld until quality deliverables are submitted. If the firm is unable to complete the assignment, the contract will be terminated by notification letter sent 30 days prior to the termination date. In the meantime, UNICEF will initiate another selection to identify appropriate firm

11. REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA

70% technical + 30% financial = 100% total

Submitted proposals will be assessed using Cumulative Analysis Method. All request for proposals will be weighed according to the technical (70%) and financial considerations (30%). Financial proposals will be opened only for those application that attained 70%

or above on the technical part. Below are the criteria and points for technical and financial proposals.

A. Technical Evaluation Criteria

- 1) Overall Response (10 points)
 - general adherence to Terms of Reference and tender requirements
- 2) Company and Key Personnel (30 points)
 - team member(s) meet academic requirements
 - company meets minimum (x) years of experience
 - company has previously conducted similar work
 - company is properly registered and/or has required certifications, memberships, etc.
 - company policy on child labor (articulate policies for the protection & safeguarding of children) - mandatory
- 3) Proposed methodology and approach (30 points)
 - deliverables are addressed as per TOR
 - proposed timelines are met
 - Gender and disability considerations – As required

Minimum technical score: 70% of 70 points = 49 points

B. Financial Offer (30 points)

A financial proposal with a breakdown of all costs that are to be charged to UNICEF. This includes estimated number of working days, consultancy fees, all office administrative costs, international and local travel costs, as well as any additional requirements needed to complete project or that might have an impact on cost or delivery of products. Travel expenses should be based on the most direct route and economy fare. Quotations for business class fare will not be considered.

13. CONDITIONS

- The contractor will work on its own computer(s) and use its own office resources and materials in the execution of this assignment. **The contractor's fee shall be inclusive of all office administrative costs**
- Local travel and airport transfers (where applicable) will be covered in accordance with UNICEF's rules and tariffs.
- Flight costs will be covered at economy class rate as per UNICEF policies.
- Please also see UNICEF's Standard Terms and Conditions attached.
- UNICEF shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights and trademarks, with regard to documents and other materials which bear a direct relation to or are prepared or collected in consequence or in the course of the execution of this contract.