Consultancy: Technical Support for Communication for Development (C4D)

The UNICEF East Asia and Pacific Regional Office is seeking an individual consultant to provide technical support for cross-sectoral C4D to i) develop country specific C4D strategies and approaches, ii) coordinate cross-country networking and exchanges opportunities, iii) strengthen staff skills on key C4D aspects as highlighted in the regional assessment such as strategy and C4D guidance development, monitoring and reporting (including case study development), innovations such as use of social/digital media, risk/crisis communication, iv) lead the development of a regional C4D strategic framework and a regional C4D advocacy strategy, and v) provide technical assistance / quality assurance support in country programme development.

Work Assignment:
Under the supervision of the Regional WASH Advisor, the consultant will perform the following tasks:

1. **Provide dedicated C4D technical capacity at regional level.** This entails supporting the country offices in the region in three ways:
   a. To provide technical support and backstopping as well as quality assurance when needed. This includes supporting countries for monitoring and evaluation and reporting of C4D interventions across and within programmatic areas as well as supporting countries in implementing interventions to ensure that key behaviours/practices to be observed during emergency/humanitarian situations be promoted before these events occur.
   b. To coordinate and encourage cross-country networking and interregional learning, which will includes documentation and sharing of lessons learned; and documentation of case studies, and supporting generation of evidence for strengthening programme strategies and advocacy
   c. To facilitate exposure and access to C4D institutional and expert resources. This includes the development of Long Term Agreements (LTAS) with a regional pool of C4D experts and institutions.

2. **Develop and implement a regional C4D strategic framework**¹. A regional strategic framework would focus on identifying critical areas and programming approaches for successful and results-oriented

¹ Note that C4D includes two dimension, i.e. i) cross-sectoral C4D integration, (i.e. strengthening C4D capacity, strategies, implementation approaches linking different programme areas as Health, Nutrition, WASH, Education, Emergency etc. together), as well as ii) intra-sectoral integration, i.e. strengthening C4D within specific programmes. The C4D strategy will also aim at incorporating combination of approaches (i.e. advocacy, social mobilization, behaviour change communication for achieving maximum results).
C4D strategies. The framework, aimed at C4D professionals and programme staff across all sectors and managers overseeing the C4D function at country level, will be formulated with the intent of outlining how C4D can guide country-specific interventions, advance regional priorities and provide examples of innovative approaches to inspire interventions, including staff skills development.

3. **Develop and implement evidence based regional advocacy C4D strategy.** The advocacy strategy will look at how COs can increase the evidence base and understanding of the importance of C4D among donors, policymakers, government, NGOs, media, and others. Also to outline how to use new innovative approaches, particularly for reaching those who are the most difficult to reach, and involving youth and new social/digital media. Efforts will also be needed for generating C4D related evidence for strengthening advocacy and strategy development work which may include encouraging C4D related cross-sectoral studies and evaluation for guiding programmatic directions.

4. **Coordinate and facilitate capacity strengthening, networking/exchange initiatives on C4D.** This includes the training and skill development of country and regional staff, through regional and or multi-country initiatives.

**Work Schedule and Expected deliverables:**

The Consultant will prepare a monthly report on activities undertaken and completed against the deliverables.

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<th>Main Area</th>
<th>Task Details</th>
<th>Deliverables</th>
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| **Country support:** Dedicated C4D technical support at regional level | • Identify, plan and implement support and quality assure to key C4D initiatives at country level in the region  
• Guide country office prioritization, strategies and approaches in C4D as part of the country programme  
• Establish LTAS with experts in C4D in support to COs initiatives  
• Support country office in their Resource mobilization initiatives – funding proposals as required  
• Support country development of national and sub-national C4D strategies and approaches | • Year 1 plan for country support  
• Quarterly report on CO support  
• Regional LTA established  
• Inputs into the development of proposals to fund C4D initiatives |
| **Regional guidance:** Development and Implementation of regional C4D strategic framework. | • Develop and validate a regional strategic framework for C4D  
• Orient COs and guide roll out of the regional strategic framework  
• Identify and develop guidance and tools on monitoring and evaluation (M&E) of C4D – | • Regional C4D strategic Framework  
• C4D M&E tools and approaches  
• Inputs to regional and global guidance and initiatives  
• Develop RO/HQ Compact on C4D |
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<th><strong>Policy advocacy:</strong> Development and implementation of evidence based regional advocacy</th>
<th><strong>Capacity strengthening:</strong> Coordination and facilitation, capacity strengthening, networking/exchange initiatives on C4D</th>
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| • Develop and implement a regional advocacy strategy on C4D  
  • Mapping of key stakeholders (policymakers, government, NGOs, media and others)  
  • Identify opportunities to leverage resources and partnerships on C4D in the region  
  • Undertake studies/evaluation or other initiatives to generate evidence and draw lessons on best practices, approaches – operational research’ | • Establish a community of practice for C4D in the region  
  • Develop and implement a regional capacity strengthening plan, including training and skill development of country and regional offices staff  
  • Cross-country and inter-regional learning exchanges  
  • Capacity development of staff in innovative C4D approaches, in risk/crisis communications, social marketing  
  • With HQ, contribute to the development of C4D training package and regionalized training package |
| • Regional C4D advocacy strategy  
  • Guidelines for mapping of key partners and stakeholders??  
  ToRs for an evaluation/research to gather evidence to strengthen C4D in the region | • Organize at least 2 Meeting/exchanges of the community of practice  
  • Regional Capacity Strengthening plan  
  • C4D training package  
  • At least one training organized and facilitated |

- Document and share lessons learnt and good practices in the region
- Jointly with HQ and other regions, develop tools and guidelines, C4D resources and good practices

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**Policy advocacy:**

- Development and implementation of evidence based regional advocacy

**Capacity strengthening:**

- Coordination and facilitation, capacity strengthening, networking/exchange initiatives on C4D
**Estimated Duration of Contract:** Maximum initial contract period is 11.5 months starting August 2016 (with possibility of extension).

**Official Travel:** The consultant will work at UNICEF EAPRO, Bangkok, Thailand and travel to few Country Offices (Country list to be determined) in agreement with supervisor and Country Offices.

**Qualifications or Specialized Knowledge/Experience Required:**
- University degree in Social Behavioural Sciences (Sociology, Anthropology, Psychology and Health Education) with emphasis on strategic communication planning for behaviour development, social mobilization, participatory communication and research
- At least ten years’ work experience in the development field including focus on communication for development, with management of social development programmes including experience in developing countries and previous multi-country work experience an advantage
- Skills in quantitative and qualitative analysis and analytical communication
- Demonstrated skills in work planning, monitoring and report preparation, including writing in English language
- Knowledge of current developments in the fields of communication theory, motivational psychology, strategic communication planning and behavioural analysis, and knowledge of UNICEF C4D strategies an advantage, risk communication
- Knowledge of the socio-economic and political situation of the Asia & Pacific region an asset
- Familiarity with the UN and UNICEF an asset
- Proven ability to work in a multi-cultural environment and to establish and maintain harmonious and effective working relationships, and to meet deadlines
- Good inter-personal communication skills
- Meet UNICEF Core Values and Competencies including Commitment, Drive for Results, Diversity and Inclusion, Integrity, and Working with People

Interested candidates are requested to submit CV or P11, including a maximum one page statement outlining the relevance of candidate’s qualifications/experience to the works assignment / requirements for this post, full contact information of minimum 2 references, availability, proposed monthly professional fee and all-inclusive travel cost to/from Bangkok in USD by 24:00 hrs. Bangkok time, 17 August 2016 to hrbangkok@unicef.org

Please note the air tickets under UNICEF contract shall be re-routable, refundable type (economy class and most direct route). The consultant will be responsible for own travel insurance, visa fee and terminal expenses.

----------------------- Only short listed candidates will be notified. -----------------------