

TERMS OF REFERENCE

Community outreach and volunteer engagement

UNICEF-Belarus

Type of contract: National individual consultancy

Duration: 11 months, November 2017 - October 2018

Background and justification:

UNICEF cooperates with the Government of the Republic of Belarus in the implementation of the 5th country programme of cooperation for 2016-2020 years.

The programme embraces four major components: A safe, caring and supportive environment for children; Realising the rights of children with disabilities; An enabling social environment for adolescents' meaningful participation; Monitoring, knowledge generation and alliance building for child rights, and is implemented through the high level policy dialogues, fundraising activities, thematic projects modelling, strategic, advocacy, monitoring, communication and visibility and public mass events for different age groups.

Community and volunteer engagement plays an important role in UNICEF's communication, fundraising, advocacy and development work. Structured work with influencers and volunteers online and offline expands outreach and broadens engagement around children's rights.

In order to ensure programme advocacy efforts are effectively supported by public events and influencer engagement with advanced UNICEF visibility and strengthen the UNICEF in Belarus volunteer network, a committed, creative professional who is passionate about making a lasting difference for children in Belarus will be hired for the position of Community and volunteer engagement consultant.

Purpose and objectives:

Under the guidance and supervision of the Communication Officer, the consultant will assist UNICEF Belarus Country Office in (1) community outreach and volunteer engagement, (2) event management and (3) visibility and printed materials production to support Country Communications Strategy in line with the Global Communication and Public Advocacy Strategy.

Tasks and deliverables:

Tasks

Deliverables

Volunteer engagement

Continuously update and implement UNICEF in Belarus 3-year volunteer engagement strategy, action plan and volunteer database.

Volunteer database, engagement strategy and action plan kept up-to-date and timely implemented.

Volunteer coordination, assigning tasks and responsibilities pre, during and post event;

Volunteers are actively engaged at events, their skills and abilities utilized.

Craft events and engagement opportunities in a way that helps build the base of UNICEF in Belarus supporters and volunteers, and actively engage with influencers for events and digital projects.

Quarterly online newsletter for volunteers and volunteer calls are sent in a timely manner. Database of supporters and volunteers grows, various groups of volunteers are engaged regularly.

Community Outreach

Maintain and update the Country Office Event Plan, as well as related information on shared drives on event milestones and deliverables to meet deadlines;

Event plan includes key events and milestones for the office and is kept up-to-date.

Provide overall project management for four strategic events to support the achievement of their objectives;

Events are implemented smoothly, with budgets and workplans adhered to.

Implement planned partnership and major office events including support in drafting of related documents, such as event outlines and agendas, save the dates, invitations, follow-up letters and managing event logistics.

Events are carried out as planned, with analysis and follow-up done in a timely manner.

Visibility and printed materials production support

Assist in preparation of technical specifications for companies and follow the production process of promotional items (folders, notebooks, merchandise, etc.) for visibility and event purposes;

Production timelines are respected, budgets adhered to and quality products produced in full compliance with UNCIEF brand book.

Identify, liaise and manage vendors and suppliers for visibility and related materials.

SUPERVISION, WORK RELATIONS & OVERSIGHT

The consultant will report to Communication Specialist for direct supervision. They will work in close cooperation with Programme Specialists, as well as Deputy Representative, Representative.

TRAVEL

Travel will be required. Exact locations and the schedule of activities will be defined by UNICEF in Belarus. Travel expenses will be covered in accordance with UNICEF DSA rates.

PAYMENT CONDITIONS

Remuneration amount will be based on the qualification of the consultant and will be paid monthly upon certification of deliverables.

UNSATISFACTORY PERFORMANCE

Payment of fees to the Contractor under this contract, including each installment or periodic payment (if any), is subject to the Contractor's full and complete performance of his or her obligations under this contract with regard to such payment to UNICEF's satisfaction, and UNICEF's certification to that effect.

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines. All materials developed will remain the copyright of UNICEF and that UNICEF will be free to adapt and modify them in the future. This ToR is an integral part of the contract (SSA) signed with the consultant.

QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/ EXPERIENCE REQUIRED

Education

At least a Bachelor's degree in communication, project management, international relations, marketing or a related field.

Work experience and skills

- At least 3 years work experience in marketing, community engagement and/or event management;
- A committed, passionate self-starter with creativity and innovative thinking skills;
- Ability to work in team and meet deadlines;
- Ability to collect, analyze and systematize received information;
- Strong communication skills (oral and written);
- Results-oriented, flexible and problem solving skills;
- Ability to cope with pressure and setbacks.

Language Proficiency

Fluency in both written and spoken Russian, Belarusian and English is essential.

PROCESS FOR APPLICATION

Proposal from candidates should include:

- 1) A completed P-11 form
- 2) Cover letter
- 3) Financial Proposal

Deadline for applications: 10 November

Drafted by:

Krystsina Dulevich
Communication Specialist

Approved by:

Rashed Mustafa Sarwar,
Representative