

TERMS OF REFERENCE

PR and marketing services for private sector engagement

Type of contract: Institutional consultancy

Duration: November 2017 – December 2018

Deadline for submission of proposals: 15 November 2017

1. BACKGROUND AND JUSTIFICATION:

Around 12000 children live in residential care facilities of different kinds in Belarus. Children with disabilities make up 44,9% (5 441 children) of total number of children living in residential care facilities and around 70% of these children have parents. UNICEF works with the Government of Belarus in securing improvement of family environments and development of substitute family care services, as well as development of inclusive education and social inclusion for the most vulnerable groups of children at institutions, including children with disabilities, in order to eliminate discrimination and stigmatization and realise their rights.

UNICEF in Belarus is getting actively engaged with the private sector and piloting pledge fundraising from individuals to address funding gaps and increase UNICEF visibility in the country. "Chance for a Happy Future" is a three-year cooperation programme between UNICEF and Priorbank aimed at strengthening the system of substitute family care services for children currently living at institutions, as well as further addressing the

The selected agency will provide PR and marketing services aimed at building donation culture in the country and increasing the number of regular pledge donors, including through the joint UNICEF and Priorbank project.

2. PURPOSE AND OBJECTIVES:

The **purpose** of this assignment is to identify the main factors that influence and contribute into the development of donation culture in Belarus and reach out to parents, media and CSOs with advocacy messages to raise their awareness on opportunities to donate regularly to UNICEF. It is also to build awareness of the target audiences on key programme advocacy priorities.

Objectives

1. Raise awareness of target audiences on the importance of regular giving;
2. Promote donation opportunities available through private sector partnerships to target audiences and engage them in regular pledge donations through available tools;
3. Raise awareness of target audiences on key programmatic advocacy priorities, including the importance of returning to biological families for children living at institutions and benefits and opportunities of substitute family care for them;
4. Engage opinion leaders, media and bloggers in raising awareness about the Private Sector partnership programmes and their objectives.

3. DELIVERABLES:

Deliverables	Timeline
Strategy for promotion of regular giving through private sector partnerships in accordance to the objectives agreed with UNICEF Communication Specialist and Representative	By 1 December 2017
Concept for information and media partnerships	By 5 December 2017
Concept of cooperation programme with opinion leaders and bloggers	By 7 December 2017
A one-year action plan for implementation of the strategy, including events, production schedule, etc	By 7 December 2017
Implementation of PR and marketing strategy for Private Sector Fundraising: Publications, visibility materials, press events, public events and other supporting activities are delivered on time and on schedule.	December 2017 – December 2018

4. SUPERVISION, WORK RELATIONS & OVERSIGHT

UNICEF Communication Specialist will do the overall supervision. UNICEF Programme Specialists will contribute into all stages of the assignments when needed.

5. PAYMENT CONDITIONS:

Payments will be carried out in US Dollars through a bank transfer to the contractor account upon provision of invoices and based on satisfactory and timely completion of all deliverables. The maximum pre-payment is 30% of the contract amount.

6. UNSATISFACTORY PERFORMANCE:

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.

7. QUALIFICATIONS OR SPECIALIZED KNOWLEDGE/ EXPERIENCE REQUIRED

- 1) Minimum of 5 years of professional PR and marketing experience;
- 2) Skilled in writing press texts and articles;
- 3) Skilled in professional software; workflows, appropriate media formats, and optimizing content for various outputs;
- 4) Experience in designing press materials;
- 5) Professional work ethic, integrity, and initiative;
- 6) Knowledge of international development issues a plus;
- 7) Advanced graphic design and typography skills coupled with the ability to weave a meaningful and compelling story;
- 8) Artistic vision with a can-do attitude and the skills to back it up;
- 9) Self-motivated, highly organized, collaborative, and able to create in a fast-paced and growing environment;
- 10) Exceptional communication skills, tact, and diplomacy;
- 11) Remain current on industry trends and styles, able to integrate new technique and/or technology when appropriate

8. PROCESS FOR APPLICATION

Proposal should include:

Cover letter outlining the Company's proposal as per purpose and objectives above, portfolio and budget proposal.

Criteria for the selection of proposals:

1. Quality and creativity of proposed strategy
2. Previous work experience of the applicant company, including with international development organisations;
3. Experience in developing information/PR campaigns of similar scale and scope;
4. Financial proposal.

Drafted by:

Krystsina Dulevich
Communication Specialist

Approved by:

Rashed Mustafa Sarwar,
Representative