



## TERMS OF REFERENCE FOR NATIONAL CONSULTANT FOR COMMUNICATIONS SUPPORT

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Hiring Office:	UNFPA Serbia CO
Purpose of consultancy:	<p>The purpose of the consultancy is to support communications work done by UNFPA Serbia CO. UNFPA CO Country Programme Document comprises work in three key components: sexual and reproductive health (SRH), young people empowerment and population dynamics, and gender as the cross cutting issue. These components reflect the need for supporting the governments at various levels to deliver on their ICPD commitments.</p> <p>Under overall supervision of the UNFPA Serbia HoO and direct supervision of UNFPA Communication Analyst, Communications Consultant will assist in implementing communications plan and associated work to sustain coverage of ICPD priority issues in the public domain, to strengthen political will and public's understanding of UNFPA mission and objectives, enhancing organisation's credibility as well as to provide effective and timely professional assistance and support in developing drafting and maintaining contacts' information, relations with media and maintaining publications materials.</p>
Scope of work:  <i>(Description of services, activities, or outputs)</i>	<p>Under the overall supervision of the HoO and direct supervision of UNFPA Communications Analyst, the key responsibilities for Communications Consultant entail the following:</p> <ul style="list-style-type: none"> <li>• Supports the implementation of the Country Office's Advocacy and Communications strategy;</li> <li>• Organizes data and information, drafts and compile documents, maintains records and controls communication plans for the implementation;</li> <li>• Supports monitoring implementation of Country Office's advocacy and communications activities and assessing the achievement of results. Supports evaluation of advocacy and communication materials to target audiences and participate in the evaluation of their impact;</li> <li>• Assists in drafting, editing and proof-reading of all materials, capturing key messages of UNFPA work in the country, collating amendments from colleagues (including, but not limited to concept notes, brochures, press-releases, fliers, feature articles related to activities/events, human interest stories and any other public information advocacy materials);</li> <li>• Assists with preparation of the background communication and promotional materials for briefing and visits of media, high-level UNFPA staff, goodwill ambassadors, donors, and other of such visits. Assists in the planning, logistics and administrative arrangements;</li> <li>• Assists in the creation and editing of photographs and videos. Manages the coordination of film and photography shoots / accompanying photographers and videographers;</li> <li>• Organizes and generates support for special events and activities to promote country programme goals, including World Contraceptive Day, Launching of Ageism Report, International Day of Older People, etc. Assists in developing and maintaining close collaboration with mass media, as well as with groups and organizations whose support is essential to the achievement of advocacy and communication objectives;</li> <li>• Maintains/updates the Country Office's online communication channels, including the country office's website as well as social media platforms Twitter, Instagram and Facebook; Monitors press coverage of UNFPA work and ICPD issues and contributes press clippings as requested by the regional office;</li> <li>• Supports organization and management of media archive. Establishes/maintains an up-to-date documentation centre for publications, press releases and clippings, as well as photographic and audio-visual materials. Maps major media outlets and compiles a database of media lists and stakeholder contacts;</li> <li>• Maintains media events calendar, ensuring timely preparation of promotional activities;</li> </ul>



	<ul style="list-style-type: none"> <li>• Negotiates and purchases communication related series and materials, ensuring most cost effective options are explored. Follows up on the production of advocacy and communication materials (e.g., films, videos, audio-visuials, etc.), and oversees the qualitative aspects of production, (e.g., quality control, translations, reviews of layout, graphic design and printing;</li> <li>• Assists with representing CO at press and other events, plays a moderating role as required and provides logistical and technical support as required;</li> <li>• Assists in conducting of joint events and initiatives in collaboration with the UN Communications Group;</li> <li>• In collaboration with UNFPA communication colleagues from the Balkan cluster (Kosovo, Serbia and North Macedonia), develops group of practice in the region with the aim of ensuring harmonized work on the promotion of UNFPA mission and objectives;</li> <li>• Assists with and participates in joint RO and cluster initiatives;</li> <li>• Support with translation activities;</li> <li>• Act as UNFPA primary contact persons for communications activities ad interim, in absence of the UNFPA Communications Analyst.</li> </ul>
Duration and working schedule:	The assignment is expected to be undertaken as of September 2021 until the year-end with possibility of extension depending availability of budget and successful performance.
Place where services are to be delivered:	Duty station for the consultancy is Belgrade, with possible travel to project sites if necessary and feasible due to epidemiology situation.
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	All work-related deliverables will be assigned on a daily basis and submitted to the UNFPA CO in Serbia.
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p>The monitoring of work progress and adherence to the reporting requirements will be conducted by UNFPA CO.</p> <p><b>Performance Indicators for evaluation of results:</b></p> <ul style="list-style-type: none"> <li>• Communications plan implemented as planned;</li> <li>• Web and social media content regularly updated;</li> <li>• Communications database, including portfolio of various components, regularly updated;</li> <li>• Public quality communications materials released in timely fashion.</li> </ul>
Supervisory arrangements:	The Communication Assistant will report directly to the Communication Analyst, under the overall guidance of the Head of the Office. In the absence of the Communication Analyst, Communications Assistant will act as primary contact persons for communications activities ad interim and will report directly to senior programme staff, namely SRH/Youth Analyst, PD Analyst and UNFPA Serbia Head of Office.
Expected travel:	Possible travel to different project sites, in line with the main tasks and job requirements
Required expertise, qualifications and competencies, including language requirements:	<p><b><u>Qualifications and Experience:</u></b></p> <ul style="list-style-type: none"> <li>• Completed Secondary Level Education required. First level university degree in communications, international development, marketing or related field is considered an advantage;</li> <li>• Minimum 2 years of relevant experience at the national level in communications;</li> <li>• Proficiency in current office software applications and digital platforms. Usage of software applications (Photoshop, PaintNet, Illustrator, InDesign, Acrobat, Premier Pro, Scribus, Word, PowerPoint and other graphics applications) distinct advantage;</li> <li>• Experience in producing communication materials (printed and online) for a variety of media;</li> <li>• Good understanding of IC technologies;</li> <li>• Proven experience in producing interactive web content.</li> </ul>



**Other Desirable Skills:**

- Work experience in the UN or other international development organization, and good understanding of the UN policies and operations would be an asset;
- Ability to perform well under pressure, adapt to change, and meet deadlines in a fast-paced environment;
- Ability to network with external professional organizations to research and improve service delivery;
- Ability to work in an international and multicultural environment.

**Language:**

- Excellent command of English and Serbian language is required.