

## Terms of Reference

### Social Media Consultant

<b>TERMS OF REFERENCE</b>	
Hiring Office:	UNFPA Egypt Country Office
Purpose of consultancy:	Development of Arabic social media guidelines for the Family Planning (FP) sector, Ministry of Health and Population (MOHP).
Scope of work:  (Description of services, activities, or outputs)	<p>Social media is one of the most important communication channels to improve the indicators related to FP such as contraceptive use, and unmet need for FP. Information delivered through different social media platforms is believed to reach a very wide audience, raise their awareness, and address concerns that would increase the utilization of FP services.</p> <p>As part of a concerted effort to increase the demand on FP services, UNFPA Egypt CO is proposing the development of a social media guidelines to enhance the capacity of FP officials at MOHP to manage the social media platforms and design electronic messages.</p> <p>In the execution of this assignment, the consultant shall undertake the following tasks, in close collaboration with the FP Sector at the MOHP:</p> <ul style="list-style-type: none"> <li>● Meet with UNFPA to understand and agree on the scope of the consultancy and timeline;</li> <li>● Hold a meeting with concerned officials at the FP sector to assess their needs to enhance their knowledge and skills in using social media platforms</li> <li>● Develop a clearly defined social media guidelines, in Arabic language, aligned with the MOHP/FP overall communication goals. The guidelines will provide information and guidance on how to use communication techniques, social media tools and different platforms, including: <ul style="list-style-type: none"> <li>o Planning and delivery of digital and social media campaigns to attract the attention of the general public, donors, young people, civil society, etc..</li> <li>o Drafting and updating content for different social media platforms, such as Facebook, Twitter, Instagram, Youtube and other relevant social media networks</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>o Monitoring and analysis of the audience engagement on the sector's social media platforms</li> <li>o Ensuring social media presence and branding are consistent and cohesive across all platforms</li> </ul> <ul style="list-style-type: none"> <li>● Conduct a workshop to build the capacity of the FP sector on developing media contents for the social media platforms, and technical aspects related to social media to ensure sustainability.</li> <li>● Facilitate 3 training workshops to train the FP media officials at governorate level on developing contents for the social media platforms.</li> </ul>
Duration and working schedule:	3 months from contract signature
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	<p>The consultant will be responsible to deliver:</p> <p>1- A plan of action, detailing the implementation process of the assignment, timeline and deliverables. This would include the main components of the guidelines highlighting existing gaps and opportunities, by 15 October 2021.</p> <p>2- A draft social media guidelines, by 15 November 2021.</p> <p>3- Final guidelines and training reports by 15 December 2021.</p>
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p>The expert is requested to provide the following:</p> <ol style="list-style-type: none"> <li>1- By 15 October, as a first instalment, 40% of the total remuneration will be provided upon receipt of the plan of action;</li> <li>2- By 15 December 2021, as a second instalment, 60% of the total remuneration will be provided upon the receipt of the final guidelines and training reports.</li> </ol>
Supervisory arrangements:	Reproductive Health Program Specialist, with close coordination with MOHP/FP sector and UNFPA communication team.
Expected travel:	The assignment might require travel, pending COVID 19 situation.
Required expertise, qualifications and competencies, including language requirements:	<ol style="list-style-type: none"> <li>1. Advanced university degree in communications, journalism, or other related areas;</li> <li>2. At least five years of professional experience in digital and social media and communications;</li> <li>3. Demonstrated experience in mobilizing and engaging online audiences through integrated digital and social media strategies;</li> <li>4. Experience in developing guidelines, manuals, etc related to social media;</li> </ol>

	5. Demonstrated experience in developing and implementation of training workshops.
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	UNFPA will provide available relevant documentation and materials to assist the consultant in conducting the desk research, as well as introducing him/her to the relevant stakeholders.
Other relevant information or special conditions, if any:	N/A
Signature of Requesting Officer in Hiring Office: <i>Maha A. Wamb</i> Date: 5 September 2021	