

## TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

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Hiring Office:	UNFPA Ghana Country Office
Purpose of consultancy:	<p>The Ghana Country Office has been without a substantive Communications staff for varying period over 2022/23. The recent analysis of country office performance on media presence and visibility showed that although Ghana CO was ranked number two within the West and Central Africa Region, it dropped by over 3 percentage points in comparison to 2021. There are also a number of corporate advocacy and communications plans that need to be developed and implemented in support of the 8<sup>th</sup> Country Programme Document (2023 – 2027) to advance work on the 3 zeros: zero unmet need for family planning, zero preventable maternal deaths and zero GBV and harmful practices; and to project a bolder, visible and vocal corporate image.</p> <p>It is on this basis that this consultancy is being offered to secure a competent person who will drive the advocacy and communications work of the Ghana Country Office in social and traditional media, and in executive presence.</p> <p>The overall objective of the Communications Consultancy is to lead advocacy, communications, media relationship and corporate visibility of the Ghana Country Office.</p>
Scope of work:  (Description of services, activities, or outputs)	<ol style="list-style-type: none"> <li>1. <i>Lead the development and guide on implementation and monitoring of Advocacy and Communications Strategy for Ghana CO that is aligned to the 8<sup>th</sup> Country Programme Document (2023 – 2027)</i> <ul style="list-style-type: none"> <li>• Develop the Advocacy and Communications Strategy for the 8<sup>th</sup> CPD (2023 – 2027).</li> <li>• Prepare annual advocacy and communications plan for the GCO 2023/24.</li> <li>• Prepare messages and materials to communicate the 8<sup>th</sup> CPD its focus, delivery and results in Ghana.</li> <li>• Lead/guide regular media monitoring of ICPD mandate, emerging issues and perception of UNFPA Ghana Country in the media more generally.</li> <li>• Liaise with Unit Heads and support the development of advocacy support materials and policy briefs (other packaging) from research reports for UNFPA GCO engagements on the Three Transformative Results, Adolescents and Youth, Population and Development, etc.</li> </ul> </li> <li>2. <i>Ensure strong, high level and sustained worthy/substantial/results based executive presence and visibility of UNFPA Ghana CO in social &amp; traditional media channels, including in UNFPA Voices</i> <ul style="list-style-type: none"> <li>• Develop communication plans for engagement in social media and other traditional media channels.</li> <li>• Develop communication materials in support of elevating and advancing the work and results of UNFPA in Ghana to a wide audience in a clear and succinct way while utilizing various platforms.</li> <li>• Draft talking points and speeches for delivery by the Representative as needed in various fora.</li> <li>• Liaise with Unit heads and Media Communications and Advocacy Network (MCAN) to document and share selected good practices interventions and fact sheets.</li> <li>• Liaise with staff, Implementing Partners, including Media Communications and Advocacy Network to develop Human Interest Stories and photographs that highlight the work of UNFPA in Ghana.</li> <li>• Lead the drafting of UNFPA publications including Annual Reports, Triennial Newsletters, and other flagship publications of the GCO.</li> </ul> </li> </ol>

	<ul style="list-style-type: none"> <li>• Provide communication and editorial support to preparation of user-friendly communications materials from GCO including 8<sup>th</sup> CPD, research reports, design of presentation slides, etc.</li> </ul> <p>3. <i>Supervisory and Management functions</i></p> <ul style="list-style-type: none"> <li>• Coordinate work of the Advocacy and Communications Unit of the Ghana Country Office.</li> <li>• Perform any other tasks as required by the supervisor.</li> </ul> <p><b>Deliverables:</b> The Consultant is expected to deliver the following:</p> <p>1. <i>Advocacy and Communications Strategy for Ghana CO that is aligned to the 8<sup>th</sup> CPD (2023 – 2027).</i></p> <ul style="list-style-type: none"> <li>• Advocacy and Communications Strategy for the 8<sup>th</sup> CPD (2023 – 2027).</li> <li>• Two annual advocacy and communications plan for the GCO 2023/24.</li> <li>• Materials to communicate the 8<sup>th</sup> CPD its focus, delivery and planned results in Ghana.</li> <li>• Monthly media monitoring reports on ICPD, emerging issues and perception of UNFPA GCO.</li> <li>• Developed advocacy support materials and policy briefs (other packaging) from research reports.</li> </ul> <p>2. <i>Strong and sustained worthy/results based UNFPA Ghana CO and executive presence various media</i></p> <ul style="list-style-type: none"> <li>• Existence of communication plans for engagement in social and other traditional media channels.</li> <li>• Developed key communication materials to elevate and advance the work and results of UNFPA in Ghana to a wide audience in a clear and succinct way while utilizing various platforms.</li> <li>• Prepared talking points, remarks and speeches for the delivery of the Representative in needed fora.</li> <li>• Three selected good practices interventions and fact sheets prepared.</li> <li>• Quarterly Human Interest stories prepared and photographs taken on each theme: FP, MH, GBV including child marriage and FGM and Adolescents and Youth that highlight the work of UNFPA.</li> <li>• Drafted UNFPA publications, including Annual Reports, Triennial Newsletters, and other flagship publications.</li> <li>• Editorial support provided for preparation of user-friendly communications materials from GCO including 8<sup>th</sup> CPD, research reports, etc.</li> </ul> <p>3. <i>Supervisory and Management functions</i></p> <ul style="list-style-type: none"> <li>• Notes of regular meetings in review of performance with satisfactory quality and timeliness in delivery.</li> <li>• Successful consultant evaluation report.</li> </ul>
Duration and working schedule:	The consultancy will be conducted over from 15 June 2023 – 31 December 2023. No expectations of renewal.
Place where services are to be delivered:	The Consultant will perform the tasks assigned from UNFPA Ghana Country Office, based in Accra, Ghana. The Communications Consultant may work from the Office, or both home and Office. At some specific times, the Consultant may be required to work from the Country Office.
Delivery dates and how work will be delivered (e.g., electronic, hard copy etc.):	Should be able to meet the deadline within the timeframe of the assignment/activity. Monthly work plans with delivery dates will be agreed upon and used to assess comprehensiveness, timeliness, and quality of delivery.

Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The consultant will participate in monthly meeting of the Office of the Representative as well as in programmes and operations meeting providing updates on plans and progress of work. These will serve as mechanism of monitoring. In addition, the consultant will provide monthly reports based on the monthly work plans to be developed. At the end of the contract the consultant will be assessed.
Supervisory arrangements:	At the UNFPA Ghana Country Office, the consultant will work under the overall guidance and direct supervision of the Representative. The consultant will report to the UNFPA Representative. The consultant will work in close consultation with other staff of the Ghana CO but on daily basis with the Communications and Business Development Unit under Office of the Representative.
Expected travel:	The consultant is expected to travel to the field or international where it is essential for delivery of results and in positioning the Ghana Country Office.
Required expertise, qualifications and competencies, including language requirements:	The national consultant should possess following qualifications and experience, and competencies, including language requirements: <ul style="list-style-type: none"> <li>• Master's degree in Public Relations Management, International Relations, Journalism and/or Mass Communications.</li> <li>• Experience in writing, editing reports, newsletters, documents, developing communication strategies, content for websites and messaging in the field of development or UN and/or other international organizations.</li> <li>• Strong track record in producing quality communication pieces.</li> <li>• At least 5-7 years of professional experience in UNFPA mandated areas, strong analytical skills and expertise in documenting development programmes in low-income countries.</li> <li>• Familiarity with UNFPA's mandate and work, including in addressing rights and choices.</li> <li>• Knowledge in effectively applying UNFPA's Corporate Communication Strategy and Branding.</li> <li>• Excellent communication ability and drafting skills in English.</li> </ul>
Inputs/services to be provided by UNFPA or implementing partner (e.g., support services, office space, equipment), if applicable:	Support services, office space, equipment will be provided and travel logistics arrangements, when on missions.
Other relevant information or special conditions, if any:	UNFPA provides a work environment that reflects the values of gender equality, teamwork, embracing diversity in all its forms, integrity and a healthy balance of work and life. We are committed to maintaining our balanced gender distribution and therefore encourage women to apply. UNFPA promotes equal opportunities for all including persons with disabilities.  <b>COA: GH08PCA, ACTIVITY: CAPBUILDING, FPA90, PU0074</b>
Signature of Requesting Officer in Hiring Office:  Name: Dr. Wilfred Ochan Date: 02 June 2023	
Signature: Approved by the Representative  Name: Dr. Wilfred Ochan Date: 2 June 2023	