## A picture containing window  Description automatically generated

**TERMS OF REFERENCE**

|  |
| --- |
| **Communication Associate: National Individual consultant** |
| Hiring Office | **UNFPA-Gambia CO** |
| Purpose | The Communication Associate provides programmatic, and communication support to the effective implementation of the programs and project activities and the visibility of the Country Office’s interventions in The Gambia |
| Background | UNFPA is the lead UN agency for delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. UNFPA’s strategic plan (2022-2025), reaffirms the relevance of the current strategic direction of UNFPA and focuses on three transformative results: to end preventable maternal deaths; end unmet need for family planning; and end gender-based violence and harmful practices. These results capture our strategic commitments on accelerating progress towards realizing the ICPD and SDGs in the Decade of Action leading up to 2030. Our strategic plan calls upon UN Member States, organizations, and individuals to “build forward better”, while addressing the negative impacts of the Covid-19 pandemic on women’s and girls’ access to sexual and reproductive health and reproductive rights, recover lost gains and realize our goals. In a world where fundamental human rights are at risk, we need principled and ethical staff, who embody these international norms and standards, and who will defend them courageously and with full conviction. UNFPA is seeking candidates that transform, inspire, and deliver high impact and sustained results; we need staff who are transparent, exceptional in how they manage the resources entrusted to them and who commit to deliver excellence in programme results.  |
| Scope of work:*(Description of services, activities, or outputs)* | The Communication Associate is part of a team, led by the Head of Office. He/She works in close collaboration with the Programme and Operation Teams and is under the direct supervision of the Programme Analyst Communications to ensure effective support to UNFPA CO on communication and visibility matters of UNFPA’s Peacebuilding Project.The communication Associate will be responsible for the main tasks outlined below:* External work relation: Serves as alternate to the Programme Analyst Communications in UNCG, and other relevant stakeholders particularly on Communications, participates in various technical working groups involving NGOs, CSO on communications and provide support to our implementing partners.
* Support the effective implementation of the advocacy and strategic communications strategy for the Country Office and non-core project and their continuous review and updating. This would include identifying good practices, setting key messages, and planning, developing, and distributing communication materials.
* Provide substantive inputs into impact evidence generation and dissemination by synthesizing and packaging into audience-friendly formats lessons learned, best practices success stories, and replicable strategies and approaches from conducted programme and project evaluations. S/he would also create mechanisms for strategically sharing and applying this knowledge.
* Provide guidance and technical support to programme specialists in the translation and mass or targeted dissemination of the knowledge and related materials from CO-supported programmatic activities as high impact public communication and advocacy products.
* Supports the visibility and public information for the Country Office including design and maintenance of CO website, newsletter, informational materials (brochures, flyers, etc.) and social media platforms with content on the Peacebuilding Project.
* S/he supports external communications, media relations including maintaining and updating a directory of media contacts nationally and internationally. S/he supports CO engagement using multiple channels and strategies.
* Serves as CO alternate representative to the UN Communications Group and any other relevant group.
* Any other tasks assigned.

  |
| Duration and working schedule: | The consultancy will last for a period of 11months. Start date will be determined upon completion of the recruitment process. |
| Place where services are to be delivered: | Gambia.  |
| Supervisory arrangements:  | The Consultant will work under the direct supervision of the Program Analyst Partnership and Advocacy.  |
| Expected travel: | No anticipated travel  |
| Required expertise, qualifications, and competencies, including language requirements: | The applicant must meet the following conditions:Bachelor’s degree or equivalent in Communication, Journalism, Mass Media, Development Studies and/or other relevant social science field. * Professional experience in area of Advocacy and Strategic Communications,

External Relations, or programme/project management in the development sector is highly desirable. * Two years of increasingly responsible professional experience in communications, external relations and management of development programme and projects.
* Strong interpersonal and organizational skills.
* Experience in working on new and traditional media platforms.
* Computer literacy – MS OFFICE [Excel, Word, PowerPoint, Outlook etc.
* Good written and verbal communication skills.
* Demonstrated ability to work in a team environment.

Languages:* Fluency in English and one or more local languages in The Gambia.

Required CompetenciesValues:* Exemplifying integrity,
* Demonstrating commitment to UNFPA and the UN system,
* Embracing cultural diversity,
* Embracing change

Functional Competencies:* Advocacy/Advancing a policy-oriented agenda.
* Leveraging the resources of national governments and partners/ building strategic alliances and partnerships
* Delivering results-based programmes.

Internal and external communication and advocacy for results mobilization Core Competencies:* Achieving results,
* Being accountable,
* Developing and applying professional expertise/business acumen,
* Thinking analytically and strategically, working in teams/managing ourselves and our relationships,
* Communicating for impact
 |
| Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable: | 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. You will be provided with all the working tools you need to perform in this position, such as laptop, mobile phone, internet  |
| Other relevant information or special conditions, if any: | All office equipment will remain the exclusive property of UNFPA and should be returned as soon as your contract expires. **COA: Project:, GMB08102…Activity: PROGPOST …Fund Code:…ZZJ38 Dept: 41700.IA:PU0074**. |
| Signature:Date:  |