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| **Capacity Development Consultant**  **UNICEF FIELD OFFICE FOR UTTAR PRADESH** |

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|  |  | Apply by: 11.04.2017 |

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UNICEF supports the state government in increasing media visibility for child centric issues through two strategies:   1. Increasing unpaid media presence: By increasing media attention on issues through media reports, news stories, human interest stories and increased editorial content etc. 2. Paid media presence: By providing technical assistance to flagship programmes such as National Health Mission, Swach Bharat Mission, Sarva Sikhsha Abhiyan, Nutrition Mission and others that allows the flagship programmes to utilize their existing budgets for media buying by supporting media plan development.   In the past, UNICEF has partnered primarily with print and electronic media journalists. Uttar Pradesh has a wide network of private FM channels that have been under-utilized for environment building for creating awareness about child rights, child protection, health, nutrition, WASH, gender or education.  The Advocacy and Communication (A&C) programme of UNICEF Uttar Pradesh seeks to hire a consultant to assist the A&C Specialist in increasing media presence for child centric issues and long term engagement with state / district level private and Prasar Bharati FM and Primary Radio channels to influence the public agenda related to Child Rights. The consultant is also expected to support the utilization of state government budgets for IEC and mass media. The consultant is also expected to facilitate the capacity development of children’s voices for public engagement.   1. **PROGRAMME AREA AND SPECIFIC PROJECT AREA**   Programme area: **Advocacy and Communication**  **IR# 4.5** - Intermediate Result: Key decision makers and influencers are able to use information and knowledge to inform programme, policies, planning and budgets with a child right focus   1. **OBJECTIVE OF THE CONSULTANCY**   Support the Field Office and the A&C Specialist for regular engagement with the Radio Jockeys and Radio Journalists across the private and Prasar Bharati Radio channels in Uttar Pradesh for creating awareness about health, nutrition, WASH, gender and education amongst general public.  LFO will work with Radio RJs across the state to influence radio programming and build RJs' capacities to create an annual workplan and content related to child centric programming. The consultant will identify, engage, monitor and build capacities of RJs across different radio networks across 8 cities to reach out and regularly work with approximately 65 Radio Jockeys in Uttar Pradesh.  In addition, the consultant will work with the Prasar Bharati (All India Radio) primary stations and Vivid Bharati to build capacities of radio journalists for reporting on child centric issues.  The consultant is also expected to support the media plan development for paid media for different flagship programmes such as National Health Mission, Swach Bharat Mission, Sarva Sikhsha Abhiyan, Nutrition Mission and others.   1. **Duty Station**   Lucknow with travel upto 35 days to districts and Delhi   1. **Supervisor**   Geetali Trivedi, Advocacy and Communication Specialist, Lucknow   1. **Major Tasks to be Accomplished**   The consultant is expected to undertake the following tasks during the consultancy period:   |  |  |  |  |  | | --- | --- | --- | --- | --- | |  | **Quarter 1** | **Quarter 2** | **Quarter 3** | **Quarter 4** | | **Radio engagement** | Identification and shortlisting of Private and Prasar Bharati Radio Stations and RJs for capacity development | Workshops held in Lucknow and Gorakhpur | Workshops held in Varanasi, Agra and Bareilly | RJ Awards selection process completed | | Undertake a needs assessment with the shortlisted RJs / Radio journalists | | Development of content for workshops | | Pretest content guidebook with RJs prior to finalization | | Finalize Content guide book for RJs | Tracking of content / stories / inputs / entries for the awards | | | Baseline for assessing change in programming developed | | **TA to flagship programs** | Meet with nodal media officials in Flagship programmes and identify TA needs | Support development of media plans for mass media | Monitor and handhold implementation | | | **Child reporters** | Quarterly news letter | Quarterly news letter | Quarterly news letter | Quarterly news letter | | WS on photography skills | WS on writing human interest stories | WS on social media skills | WS on film development / scripts | | **Themes for Radio engagement** | **Theme 1: Education (Positive parenting, Importance of education, Regular school attendance, transition rates, girl child education)** | | | | | **Theme 2: Health for all (a. Preparing for child birth; b. Neonatal survival c. Routine immunization)** | | | | | **Theme 3: Nutrition** | | | | | **Theme 4: Hygiene and Sanitation (Handwashing, toilets, personal hygiene, MHM)** | | | | | **Theme 5: Gender equality,** | | | |   The detailed scope of work for the consultant is as follows:   1. **Identification of Radio Stations and RJs:**  * Map all private FM networks in Uttar Pradesh * Identification of RJs / journalists from Prasar Bharati * Contact and engage with the networks and identify key RJs from the networks for capacity development * Carry out needs assessment  1. **Development of content**  * Develop a content guide theme-wise for use by RJs in creating content * Pretest content guide * Develop workshop agenda / plan / tools in consultation with resource persons and government counterparts  1. **Capacity development**  * Conduct 2 day workshops in 5 cities to cover approximately 64 RJs from Private and Prasar Bharati channels * Follow up post workshop to hand hold the RJs and provide supportive supervision  1. **Monitoring and evaluation**  * Develop baseline for content by theme, channel and RJ * Submit quarterly reports on trends post workshop by RJ, theme, channel * Submit annual report on how capacity development efforts have improved capacities  1. **Knowledge management**  * Maintain database and clippings of content developed by RJs in soft and hard copies * Maintain database of all clipping * Support the establishment of Radio for Child awards for radio  1. **Technical assistance to National Flagship programmes for media plan development:**  * Coordinate with nodal IEC officials in flagship programmes for development of media budgets for implementation of media campaigns * Coordinate with media planning agency for development of media implementation plans following due process. * Ensure the budgetary provision for media plan in PIPs * Track media plan implementation and provide handholding support for flagship programmes.  1. **Capacity development and nurturing of children’s voices:**  * Supporting capacity development of child reporters by module development, regular visits and handholding * Supervision of quarterly newsletters based on child reporters * Ensuring media visibility for child reporters in consultation with media consultant * Worskhops on photography, social media, script development and writing human interest stories.   The consultant is expected to maintain and use personal IT equipment and net connectivity. The consultant is expected to maintain regular daily contact with supervisor and may be offered a desk at UNICEF office of Uttar Pradesh. The consultant will not have access to the Shared Drive. The consultant is expected to maintain 2 hard drives of 2 TB for the data and backup.   1. **Estimated Duration of Contract and Deadline for Submission of End Product**   Full time over the period of May 2017 – February 2018. Payments would be made monthly against deliverables achieved.   1. **Official Travel Involved**   Travel as permitted by Supervisor may be required upto 35 days to districts and New Delhi.   1. **Qualifications and competencies:**   **EDUCATION*:*** Master’s degree from a recognized University in communications, journalism, public relations **or** undergraduate degree plus at least seven years of demonstrated professional work experience in advocacy and communication combined with a relevant university degree in the social sciences.  **WORK EXPERIENCE:** Minimum Five years of progressively responsible professional work experience at state or national levels in advocacy, information and communication related to social development, preferably in the field of child related issues in communication, print, broadcast, and/or new media. Proven work experience in writing for media, media relations, event management and networking with media agencies and government counterparts required. Ability to write fluently in English and Hindi is essential.  Annex 1: Monthly deliverables   |  |  |  |  | | --- | --- | --- | --- | |  | **Major Tasks** | **Deliverable (s)** |  | | **Estimated deadline for completion of deliverable Month end** | **Deliverables** | **(submissions made to UNICEF should be satisfactory to UNICEF and in acceptance to UNICEF )** | **Estimated travel required for completion of deliverable (please mention destination/ number of days)** | | Month 1 | 1 | Final list of channels and RJs from private and Prasar Bharati Radio Stations for capacity development |  | | 2 | MOU signed with Radio channels |  | | 3 | Baseline indicators developed for assessing change in programming |  | | 4 | Monthly report |  | | Month 2 | 5 | Needs assessment proposal and final report on needs assessment with the shortlisted RJs / Radio journalists |  | | 6 | Content guide book draft |  | | 7 | Report on pretesting content guidebook with RJs prior to finalization |  | | 8 | Concept note for RJ Awards function |  | | 9 | Monthly report |  | | Month 3 | 10 | Final content guide book for RJs |  | | 11 | Workshops held in either Lucknow or Gorakhpur (one workshop) and workshop report submitted | 5 days | | 12 | Proposals for Flagship programs for media buying developed in consultations with nodal media officials |  | | 13 | WS on photography skills |  | | Month 4 | 14 | Workshops held in either Lucknow or Gorakhpur (one workshop) and workshop report submitted | 5 days | | 15 | Monthly report |  | | 16 | Quarterly report with content analysis for RJ programming | 5 days | | Month 5 | 17 | Workshops held in either Varanasi, Agra and Bareilly and workshop reports submitted  ( one workshop) |  | | 18 | Monthly report |  | | Month 6 | 19 | Monitoring reports for media plan implementation for any media plans developed for Flagship programs |  | | 20 | Workshops held in either Varanasi, Agra and Bareilly and workshop reports submitted  ( one workshop) | 5 days | | 21 | Monthly report |  | | 22 | WS on writing human interest stories |  | | Month 7 | 23 | Workshops held in either Varanasi, Agra and Bareilly and workshop reports submitted  ( one workshop) | 5 days | | 24 | Quarterly report with content analysis for RJ programming |  | | 25 | Monthly report |  | | Month 8 | 26 | Child reporters Quarterly Newsletters printed |  | | 27 | Monthly report |  | | Month 9 | 28 | Annual report on RJ capacity development | 5 days | | 29 | Monthly report |  | | 30 | WS on social media skills |  | | Month 10 | 31 | Special session of Legislative assembly with child reporters concept note |  | | 32 | Monthly report |  | | Month 11 | 33 | Report on Radio for Child Awards |  | | 34 | Child reporters Quarterly Newsletters printed | 5 days | | 35 | Monthly report |  | | 36 | WS on film development / scripts |  |   **13.  APPLICATION PROCEDURES**  1.     Qualified female/male candidates are requested to please indicate their ability and availability to undertake the terms of reference above.  2.     Your application should be sent to: [cv@unicefup.org](mailto:cv@unicefup.org) by COB 14/03/2017 with subject line “**Capacity Development Consultant “** in separate files consisting of -   * An application letter including information on where you have seen this advertisement. * Curriculum Vitae (CV) * P11 form (available at our website - [http://www.UNICEF.org/india/overview\_1440.htm](http://www.unicef.org/india/overview_1440.htm)) * Written Test * A financial proposal in PDF format mentioning your name and indicating deliverable based fee ( as per template attached)   3.     Please mention your name in all the files while saving.  **Applications without any of the above mentioned documents will not be considered and shortlisted**  **9.  SELECTION PROCEDURE:**  1.     The selection will be on the basis of technical evaluation & financial proposal in the ratio of 80:20.  2.     The criteria for technical evaluation is as follows:   |  |  |  | | --- | --- | --- | | **EVALUATION CRITERIA** | **Max Scores** | **Min Scores** | | Educational Qualifications | 10 | 6 | | Relevant Experience | 10 | 6 | | Written Test | 30 | 18 | | ***Phase1. Scores to shortlist for Interview*** | ***50*** | ***30*** | | Interview (Telephone) | 30 | 18 | | ***Phase 2. Scores to qualify in Technical Evaluation*** | ***80*** | ***48*** |   3.     Minimum qualifying mark for Technical Proposal will be 48 i.e. 60% of the total score.  4.     Evaluation will happen in two phases.  Phase 1 – shortlisting candidates for interview  Phase 2 – Qualifying candidates technically, based on the overall scores  5.     The financial proposals of only those candidates, who are found technically qualified / responsive, will be opened.  6.     Payment will be made against receipt and satisfactory acceptance of deliverables.  **10.  NOTE:**   1. Any attempt to unduly influence UNICEF’s selection process will lead to automatic   disqualification of the applicant. 2. Joint applications of two or more individuals are not accepted. 3. UNICEF does not charge any fee during any stage of the process.   For any clarifications, please contact:  Rohit Bhattacharya UNICEF Office for Uttar Pradesh,  B-3/258,Vishal Khand, Gomti Nagar,  Lucknow 226 010, Uttar Pradesh, India. Phone 91-522-4093333 Ext: 110 Fax 91- 522- 4093322 E-mail: [rbhattacharya@unicef.org](mailto:rbhattacharya@unicef.org) Website: <http://www.unicef.in> | |