


TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	UNFPA Malaysia Country Office
Background	<p>UNFPA is the United Nations Sexual and Reproductive Health agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled.</p> <p>Our new Strategic Plan is a call to action to accelerate progress. It offers a roadmap for tackling harmful gender norms and inequalities, investing in young people, and protecting the bodily autonomy of women and girls. It prioritizes prevention and preparedness as well as our work in humanitarian settings. As a human rights organization, we emphasize our normative role and the promotion of comprehensive sexual and reproductive health and rights, and advocate to dismantle inequalities, and we need to do more to shift the focus from funding to financing the International Conference on Population and Development (ICPD) agenda.</p> <p>To meet the needs, we seek new financing to scale-up action required to achieve UNFPA's three transformative zeros – zero unmet need for family planning, zero preventable maternal deaths and zero gender-based violence and harmful practices – by 2030. Global megatrends have changed the conditions under which we operate. Covid-19, climate change, rising inequalities and technological changes all demand that we accelerate our efforts, do things differently, and mobilize new partners. We want to build partnerships that can step up innovative digital, social and financing solutions for women and girls, and considering new areas.</p> <p>UNFPA seeks to be bold, vocal and visible as an innovator and as a reliable and trustworthy partner towards our efforts to achieve the Sustainable Development Goals, to accelerate action on our three zeros — so that we deliver a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled.</p> <p>UNFPA Malaysia Country Office is dedicated to ensuring UNFPA's position as a credible and trusted development agency in the country, supporting advocacy efforts and raising awareness about UNFPA's work and its impact in Malaysia, particularly as UNFPA leads the UN Gender Results Group in Malaysia, focusing on the prevention of gender-based violence, advocating for relevant law reforms, including under the wider gender equality and women's empowerment agenda; advancing sexual and reproductive health and rights, comprehensive sexuality education and promoting healthy ageing, among others.</p> <p>To help us further intensify results and leverage resources towards our mandate, UNFPA Malaysia is hiring a Communications, Partnerships and Resource Mobilization Specialist.</p> <p>Under the direct supervision of the Country Representative and in close collaboration with the technical teams, you will support the coordination of communication and creation of critical content, as well as contribute towards the development and implementation of the country's resource mobilization and partnerships strategy. You will have experience with and know the value of communication, including its risks.</p> <p>This will include elaborating and leading the execution of an innovative integrated communication, resource mobilization and partnership strategy, establish new and expand partnerships and resources, with creation of new avenues and value, provide strategic advice and hands-on content creation and support, to ensure the best possible coverage for UNFPA's mandate in Malaysia, provide leadership and manage campaigns, and nurture and expand media relations, including social media. You will advise, develop framework and implement our resource mobilization strategy, including with new prospects including private sector partners and all revenue generation from private fundraising, and work with our teams to devise campaigns and dialogues, drawing on our global and Malaysia campaigns.</p>
Purpose of consultancy:	<p>You will play a vital role in supporting the Communications and Resource Mobilisation and Partnership establishment and acceleration in coordinating and supporting communication, media and fundraising and partnerships activities around key project priorities and events in the areas of sexual and reproductive health, gender and population and development. This can include enhancing strategic private sector and individual fundraising, leadership and guidance to curate and care for donors and partners and contribute competency development, training and development of staff skills and capacities. Communications support includes targeting to change public social norms, building advocates for the issues among key stakeholders such as young people, parliamentarians and other important public figures; strengthening collaborations/campaigns with other like-minded agencies with common goals; and building strategies to advance goals with policy makers.</p>

<p>Scope of work: (Description of services, activities, or outputs)</p>	<ol style="list-style-type: none"> 1. You will leverage resources towards our CPD, including with new prospects (including private sector) and participate in the resource mobilization process, including in developing concept notes together with teams, and executing resource mobilization strategies; 2. You will ensure that substantial events, success stories and good practices, along with challenges and gaps that must be addressed, are well documented and communicated in social, broadcast and print media, including highlighting the roles of the donor community and partners. 3. You will help support and strengthen Communications and Resource Mobilisation and Partnerships, ensuring that the content is created, with a focus on storytelling with a human face, and demonstrates the return on investment made by donors/funders and other partners. You will also provide support to UNFPA country offices in the region through review and oversight of key external documents such as donor reports and proposals. 4. Compile and analyze relevant data from the individual donors and develop, monitor and facilitate the implementation of fundraising strategies, work-plans and donor reporting and analysis to achieve targets, focusing on developing relationships with donors as well as ensuring the increase of their time life value. 5. You will support the Representative Office with strategic communication. 6. Maintain intelligence on latest developments in the market, including successful techniques being used by commercial and non-profit organizations. 7. You will also oversee planning and execution of the work plans for Media, Digital Strategy, Public Advocacy, Internal Communication and all global communication activities. In support of this work, you will work with a communications agency company or relevant vendors required to support execution of communications work that will include event consultancy and management, development and design of advocacy materials, digital assets, press-related materials, media monitoring, publication designing, establishment and supporting work with Honorary Ambassador/s for UNFPA Malaysia, relationship building with relevant partners, and social media activation, content development amplification and management. 8. Guides efforts to develop and capitalize on new and emerging opportunities for resource mobilization, innovative financing and partnerships, and communication sharing information on trends, opportunities and guidance on engagement and collaboration with key partners in the UN system. 9. You will manage communications, strategic partnership and resource mobilization work, to position the CO strategically with Government, partners and donors as Malaysia is expected to be a high income country by 2024, developing high quality and results-driven communication materials and content for a range of audiences and stakeholders, including Government, media, donors/funders and private sector partners. 10. Share information and best practices with other organizations and countries, including on the financing agenda.
<p>Duration and working schedule:</p>	<p>The Consultant is expected as soon as possible, and complete the consultancy on 31st December 2022. This is a full time assignment (7.5 hours a day, 5 days a week) based in UNFPA Malaysia CO.</p>
<p>Place where services are to be delivered:</p>	<p>The Consultant will be located at UNFPA Malaysia CO at Menara PJH, Level 10, No. 2, Jalan Tun Abdul Razak, Precint 2, 62100 Putrajaya, Malaysia, and at any other location as relevant to events related to outputs. The Consultant will be allowed to work from home upon prior approval from the supervisor.</p>
<p>Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.), including reporting format:</p>	<p>Delivery is managed with outputs submitted both electronically and in hard copy, as may be required by the Representative and as guided by the Scope of Work identified above.</p>
<p>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</p>	<p>On-going monitoring of the work will be made on a continuous basis by the Representative. Frequent discussions will be held to note on the progress of work throughout the duration of contract. Interim milestones and deadlines will be determined accordingly.</p>
<p>Supervisory arrangements:</p>	<p>The consultant will directly report to the UNFPA Representative and work in close coordination with Assistant Representative and Programme Analyst. UNFPA Malaysia CO staffs will provide support where necessary.</p>
<p>Expected travel:</p>	<p>The consultant will be based at UNFPA Malaysia CO, and no other travel is expected. If travel is required, travel costs will be paid separately guided by Duty Travel Policy and Procedure</p>
<p>Required expertise, qualifications and competencies, including language requirements:</p>	<p>Education:</p> <ul style="list-style-type: none"> • Advanced university degree (Master's) in communications, media relations, journalism or relevant social sciences. <p>Knowledge & Experience:</p>

	<ul style="list-style-type: none"> • At least 5 years of increasingly responsible professional experience in communications, advocacy, social marketing, resource mobilisation and partnerships, or other relevant fields; • Substantive knowledge and practical experience in communications and partnerships strategy development; • Knowledge of donor policies and procedures is a distinct advantage; • Experience in editing/reviewing of donor agreements and reports; • Proven experience of managing partners or a strong track record of developing effective partnerships with donors, media and other stakeholders • Strong experience in digital and social media, including content creation, analytics, digital strategy and digital engagement • Excellent research and writing skills, with experience in writing reports, e-newsletters, fact-sheets, talking points, brochures, video production and developing multimedia web content; • Diplomatic skills • Experience in the use of office and creative software packages, good knowledge and experience in handling of web-based content management systems. Experience in Adobe Photoshop, InDesign, Premiere Pro and Illustrator is strongly desirable; • Field experience is strongly desirable; • Social media savvy; • Knowledge of the UN system particularly the ICPD mandate and understanding of the Malaysian context (political, socio-cultural and economic) is an advantage. • Working experience within the United Nations or similar organizations is highly recommended. • Demonstrate excellent communication and human relations skills. <p>Language:</p> <ul style="list-style-type: none"> • Fluency in English and Bahasa Malaysia, Knowledge of other UN languages is an advantage.
Payment Milestones	Payment will be made monthly, upon submission of Certificate of Payment and regular Log Sheet summarising daily deliverables.
Inputs / services to be provided by UNFPA or implementing partner (e.g. support services, office space, equipment), if applicable:	<p>UNFPA will provide to consultant:</p> <ul style="list-style-type: none"> - Required documentations - Support services, office space, and stationeries where necessary - Travel costs (in addition to the consultancy fees stated in the IC Contract) in accordance with UNFPA's Duty Travel policy and procedures, for official travel associated with the assignment - E-mail access, which provides access to MyUNFPA portal and iDocs <p>Consultant will:</p> <ul style="list-style-type: none"> - use own personal laptop - ensure availability of sufficient internet connection when working from other location - ensure availability of necessary equipment and furniture when working from other location
Other relevant information or special conditions, if any:	<ol style="list-style-type: none"> 1. Individual Consultancy Contract will be signed between the consultant and UNFPA Malaysia CO 2. Payment of fees should be submitted to Malaysia CO accompanied by a signed Certificate of Payment Form to expedite the clearance and authorization of payment to the Consultant 3. Without prejudice to any other rights or remedies that UNFPA may have under the Individual Consultancy Contract, UNFPA may withhold any payment to the consultant if the services are not performed in accordance with the TOR until such time that the consultant has remedied such performance. 4. All documents and reports to be uploaded in iDocs-Malaysia site, and will remain as the property of UNFPA
Signature of Requesting / Approving Officer in Hiring Office:	<p>DocuSigned by:</p>  <p>C398081D7C644CA...</p> <p>Asa Torke1sson</p>
Date: 11-Jan-2022	