

TERMS OF REFERENCE

Insights Analyst - consultant

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	PFP Rome, Italy & home based with travel
DURATION OF CONTRACT	12 months

Purpose of Assignment

This role is being established to increase the capacity of the Audience and Market Insights (AMI) unit, specifically to enhance the actionability of research and insights. The focus will be on:

1. **Analysis of data and insights identification:** Support the team across large global projects, namely the UNICEF Brand Barometer [our brand tracker], our yearly analysis of financial data, and our global research with business leaders.
2. **Lead and drive bespoke analysis and insight action workshop:** Contribute to research planning, insights identification (lead analysis related to core priority business questions), and facilitating insights-to- action sessions. This will be done under supervision and in partnership with the Market Research Managers and Market Insights Specialists in the AMI team.
3. **Support scripting, programming and data processing as a backup resource:** We are a small team and most work is done in house. While we have a dedicated consultant for data processing, scripting, and programming of quantitative research, we need this role to have knowledge and familiarity with Qualtrics and other self-service scripting platforms to be able to support in particularly busy times [around once or twice a year].

Scope of Work

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3. **Support scripting, programming and data processing as a backup resource:** We are a small team and most work is done in house. While we have a dedicated consultant for data processing, scripting, and programming of quantitative research, we need this role to have knowledge and familiarity with Qualtrics and other self-service scripting platforms to be able to support in particularly busy times [around once or twice a year].

Work Assignments Overview	Deliverables/Outputs	Delivery deadline (in weeks /months) and input days to complete the deliverable
Analysis of data and insights identification	Supporting analysis of the 2027 Brand Barometer	April 1 st 2027 60 days
Analysis of data and insights identification	Supporting analysis of 2026 HVA Brand Research	August 1 st 2027 60 days
Lead and drive bespoke analysis and insight action workshop	Delivery of one central insights report leveraging several different sources of information and insights, develop workshop material, and workshop facilitation	Nov 1 st 2027 20 days
Support scripting, programming and data processing as a backup resource	Support scripting, data processing, and fieldwork of 2 to 3 multi-country progress across the course of the consultancy contract	Nov 1 st 2027 20 days
Analysis of data and insights identification	Supporting analysis of 2-3 additional strategic projects across research methodologies	Nov 1 st 2027 80 days
Travel		

Payment Schedule:

Payment will be made on submission and acceptance of deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.

Important Notes

- Individuals engaged under a consultancy or individual contract will not be considered “staff members” under the Staff Regulations and Rules of the United Nations and UNICEF’s policies and procedures and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.
- The selected candidate is solely responsible for ensuring that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.

- UNICEF offers reasonable accommodation for consultants with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

**QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES
(CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT**

Minimum requirements:

- **Education:** bachelors in Market research, cultural studies, communications, psychology, marketing, political studies, development studies, or related.
- **Work Experience:** 7 years of experience minimum.
 - Strong experience in data analysis and turning data into insights is required.
 - Research method neutrality is required with strong command of quantitative, qualitative, and secondary research methodologies.
 - Experience in socializing insights within a multi-stakeholder environments and achieving alignment and consensus is required.
 - Experience and familiarity scripting, programming, data processing, and managing fieldwork in Qualtrics or similar self-service platforms is required.
 - Experience in insights/ strategy/ comms/ marketing agency side or in an agency-like environment is desirable.
- **Language Requirements:** English