

## TERMS OF REFERENCE

### Communications and Advocacy Consultant – Child Nutrition Fund (CNF), 2027–2028

**CONTRACT MODALITY** Individual Consultancy

**DUTY STATION** Home-based/Remote

**DURATION OF CONTRACT** 24 Months

#### Purpose of Assignment:

The Child Nutrition Fund (CNF) is a UNICEF-led financing mechanism designed to transform the way we address undernutrition. The CNF mobilizes financing to enable the sustainable scale-up of policies, programmes and supplies to address undernutrition. It provides new opportunities to financially support essential actions to prevent, detect and treat wasting, stunting and/or anaemia in children and women, including through grants, matching funds for supplies and programmes, and innovative financing. Since its launch, the CNF has surpassed USD 1 billion in signed legal agreements with a growing and diverse group of governments, philanthropies and private partners, and supports multi-year partnerships with governments that commit their own domestic resources to nutrition.

As the CNF grows, there is increasing demand from financial partners, the CNF Steering Committee and national governments for visibility of CNF results, recognition of new contributions, and compelling evidence of impact that can help crowd in additional domestic and international resources.

The purpose of this two-year consultancy (January 2027 – December 2028) is to strengthen the CNF's communications and advocacy efforts, with a particular focus on showcasing the impact and progress of the Child Nutrition Fund, strengthening donor and partner engagement, and supporting continued and future commitments to the CNF. The work will be guided by the CNF Communications and Advocacy Plan, developed annually. The consultant will work closely with a wide range of stakeholders, including UNICEF country offices, UNICEF Global Communications and Advocacy (GCA), private fundraising and partnerships teams, UNICEF National Committees, donors, partners and civil society organizations, to ensure that CNF initiatives, progress and impact are effectively communicated.

#### Scope of Work:

Under the supervision of the Programme Specialist, Financing for Child Nutrition and Development (CNF Management Unit), the consultant will be responsible for the following tasks:

##### a. CNF Annual Communications and Advocacy Plan

- Develop the annual CNF Communications and Advocacy Plan for 2027 and 2028, setting out strategic communications priorities, key moments (e.g., World Health Assembly, UN General Assembly, Nutrition for Growth follow-up, Micronutrient Forum), audiences, key messages, activities, channels and approaches to support CNF objectives, visibility, advocacy and partner engagement.
- Monitor implementation of the plan and report on progress and key communications metrics (e.g., website traffic, LinkedIn reach and engagement, media coverage) to the CNF Management Unit on a quarterly basis.

**b. Annual and donor reporting**

- Contribute to the development of the CNF Annual Report, including drafting and editing narrative sections and country stories, overseeing the production of visual content, and ensuring comprehensive coverage of CNF activities and achievements.
- Assist in preparing donor reports and quarterly updates as required, highlighting the impact and outcomes of CNF-supported initiatives, in line with each financial partner's visibility requirements.

**c. Human-interest and impact stories**

- Identify, document and curate human-interest and impact stories from countries benefiting from CNF support, showcasing the real-world effects of CNF investments, including domestic co-financing and government leadership.
- Ensure all content involving children and families is collected and used in line with UNICEF's ethical reporting guidelines, informed consent procedures and child safeguarding and data protection policies.

**d. Communication and advocacy materials**

- Prepare and develop communication and advocacy materials (key messages, factsheets, briefs, presentations, talking points and speeches) that align with CNF objectives and strategic goals.
- Coordinate with GCA on the production of communications materials and ensure compliance with UNICEF brand guidelines.
- Review and implement the CNF visibility guidelines across communications and partner activities, including recognition of financial partners.
- Edit, copy-edit and proofread reports and other communication materials to ensure clarity, accuracy and consistency.

**e. Digital channel management**

- Oversee regular updates and maintenance of the CNF website (Drupal) so that current and relevant information is readily accessible to stakeholders, including new partnerships, country snapshots and results.
- Manage content production for CNF social media channels, including LinkedIn and other relevant platforms, with the goal of increasing global awareness and engagement.
- Coordinate visibility for new contributions and partnership milestones (e.g., LinkedIn posts, web stories and, where agreed with partners, press releases).

**f. Internal and external partner engagement**

- Work closely with UNICEF country offices, regional offices, private fundraising and partnerships teams, National Committees and other relevant teams to support communications around events, campaigns, donor visits, major milestones and other strategic moments for the CNF.
- Work with external partners, including other United Nations agencies, international development partners and NGOs, to develop and implement joint communications plans and activities where appropriate.

**g. Media management**

- Work closely with GCA to coordinate responses to media inquiries, and identify and support opportunities for proactive media pitches relating to the CNF, its results and its partners.

**h. Strategic content development and quality assurance**

- Manage the rollout of the communications grant supporting multimedia content collection and the development of digital assets to increase awareness of and engagement with the CNF.
- Provide strategic guidance for the production of multimedia content (videos, photography, infographics) from CNF-supported countries, working with UNICEF country offices, partners, creative teams and external vendors as required, including drafting briefs and reviewing vendor outputs.
- Oversee organization of a searchable library of CNF multimedia assets with usage rights and consent documentation.

**Reporting**

On a case-by-case basis, the consultant will contribute to relevant CNF, UNICEF and partner reporting requirements related to communications, advocacy, visibility and partner engagement. The role requires close collaboration with a diverse group of internal and external stakeholders to ensure that communications and advocacy efforts align with the CNF mission, strategic priorities and the CNF Annual Communications and Advocacy Plan.

**Expected achievements by the end of the contract**

- Two CNF Annual Communications and Advocacy Plans (2027 and 2028) developed and implemented.
- Contributions to two CNF Annual Reports and at least ten donor reports.
- Human-interest and impact stories from at least 20 CNF-supported countries (10 per year).
- At least ten CNF videos produced, alongside evergreen multimedia content and digital assets.
- At least 48 updates published on the CNF LinkedIn channel (24 per year).
- CNF website improved and regularly updated; CNF visibility guidelines reviewed and applied.

Communications support for at least ten global events and six programme visits with key donors and partners.

| Work Assignment Overview                                        | Deliverables/ Outputs                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Delivery deadline                      |            | Planned Travel                         |
|-----------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|------------|----------------------------------------|
|                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Exact date to complete the deliverable | Input days |                                        |
| 1. Q1 2027: Inception and 2027 Communications and Advocacy Plan | <ul style="list-style-type: none"> <li>• Inception note with a two-year workplan agreed with the CNF Management Unit.</li> <li>• CNF Annual Communications and Advocacy Plan 2027 developed and approved.</li> <li>• Review of the CNF visibility guidelines, with proposed updates.</li> <li>• Coordinate content of at least six LinkedIn updates published.</li> </ul>                                                                                                  | 31 March 2027                          | 55         | Brussels, team retreat: 1 trip, 5 days |
| 2. Q2 2027: CNF Annual Report and content                       | <ul style="list-style-type: none"> <li>• Narrative, stories and visual content for the CNF Annual Report (2026 reporting year).</li> <li>• At least two donor reports supported.</li> <li>• Coordinate impact stories from at least five CNF-supported countries.</li> <li>• Coordinate content of at least six LinkedIn updates published and website updated.</li> <li>• Communications package for at least two global events (e.g., World Health Assembly).</li> </ul> | 30 June 2027                           | 60         | –                                      |

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| 3. Q3 2027: UNGA and Steering Committee  | <ul style="list-style-type: none"> <li>• Oversee communications package for at least three UNGA-week CNF events (key messages, talking points, digital content and press materials as required).</li> <li>• Strategic input into at least two videos through the communications grant</li> <li>• Oversee at least six LinkedIn updates published and website updated.</li> <li>• Communications support for at least one programme visit with donors or partners.</li> </ul>                                              | 30 September 2027 | 55 |                                                                                               |
| 4. Q4 2027: multimedia and annual review | <ul style="list-style-type: none"> <li>• Strategic input into at least two videos and a set of evergreen digital assets (five videos in total in 2027).</li> <li>• Impact stories from at least five additional countries (ten in 2027).</li> <li>• At least three donor reports supported (five in 2027) and at least six LinkedIn updates published (24 in 2027).</li> <li>• Communications support for at least two programme visits.</li> <li>• 2027 communications results summary (metrics and lessons).</li> </ul> | 31 December 2027  | 55 | CNF-supported country (TBC): 1 trip, 7 days (content collection and/or donor programme visit) |

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| 5. Q1 2028: 2028 Communications and Advocacy Plan | <ul style="list-style-type: none"> <li>• CNF Annual Communications and Advocacy Plan 2028 developed and approved.</li> <li>• Website content refreshed with 2027 results and new partnerships.</li> <li>• Coordinate at least six LinkedIn updates published.</li> <li>• Quality assure an updated multimedia asset library with consent and usage-rights documentation.</li> </ul>                | 31 March 2028     | 50 | Brussels, team retreat: 1 trip, 5 days |
| 6. Q2 2028: CNF Annual Report and content         | <ul style="list-style-type: none"> <li>• Narrative, stories and visual content for the CNF Annual Report (2027 reporting year).</li> <li>• At least two donor reports supported.</li> <li>• Impact stories from at least five CNF-supported countries.</li> <li>• Coordinate at least six LinkedIn updates published.</li> <li>• Communications package for at least two global events.</li> </ul> | 30 June 2028      | 60 | –                                      |
| 7. Q3 2028: UNGA and Steering Committee moment    | <ul style="list-style-type: none"> <li>• Communications package for at least three UNGA-week CNF events.</li> <li>• Strategic input into at least two CNF videos.</li> <li>• Coordinate at least six LinkedIn updates published and website updated.</li> <li>• Communications support for at least one programme visit.</li> </ul>                                                                | 30 September 2028 | 55 |                                        |

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| 8. Q4 2028: consolidation and handover | <ul style="list-style-type: none"> <li>• Strategic input into at least three additional CNF videos (ten in total over the contract) and evergreen digital assets.</li> <li>• Impact stories from at least five additional countries (20 in total).</li> <li>• At least three donor reports supported (ten in total) and 48 LinkedIn updates in total over the contract.</li> <li>• Communications support for at least two programme visits (six in total).</li> <li>• Final report with communications results, lessons learned and a handover package (content calendar, asset library, website and social media guide).</li> </ul> | 15 December 2028 | 50 | CNF-supported country (TBC): 1 trip, 7 days (content collection and/or donor programme visit) |
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#### 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:**

- **Advanced university degree (Master's or equivalent)** Communications, journalism, public relations, international relations, international development, public health or a related field.

#### **Work Experience:**

- A minimum of five years of progressively responsible professional experience in communications, advocacy or public relations, preferably in international development, humanitarian, health or nutrition contexts.
- Demonstrated experience in developing communications and advocacy strategies, and producing content for donor audiences and senior decision-makers.
- Proven experience managing websites (preferably Drupal) and institutional social media channels, particularly LinkedIn.
- Experience coordinating multimedia production with creative teams and external vendors.

#### **Language Requirements:**

- Fluency in English (written and spoken) is required, with excellent writing and editing skills. Working knowledge of French or Spanish is an asset.

#### **Knowledge/Expertise/Skills:**

- Excellent writing, editing and storytelling skills, with the ability to translate technical and financial information into compelling, accessible content.
- Strong knowledge of digital communications, social media analytics and content management systems.
- Ability to develop key messages, talking points, speeches and briefing materials for senior audiences.
- Knowledge of ethical reporting on children and of informed consent practices for content collection.
- Strong project management and coordination skills, with the ability to manage multiple deliverables and deadlines.
- Ability to work independently and remotely, and to coordinate with diverse teams across time zones.
- Proficiency with design and multimedia tools (e.g., Adobe Creative Suite, Canva) is an asset.

#### **Desirables:**

- Previous experience with UNICEF or other UN agencies, and familiarity with UNICEF brand and communications guidelines.
- Experience communicating on nutrition, health or development financing, including pooled funds or matching mechanisms.
- Experience working with donors, philanthropies or National Committees on visibility and recognition.
- Experience in media relations.