unicef | for every child

TERMS OF REFERENCE

National Consultant for Hygiene Programming, Evidence Generation and Knowledge Management

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	**Bangladesh Dhaka** & Office Based (With Travel)
DURATION OF CONTRACT	12 Months

Purpose of Assignment

UNICEF Bangladesh supports the Government of Bangladesh in strengthening the national hygiene agenda through evidence-based hygiene promotion, national campaigns, and sustainable programming approaches. The purpose of this consultancy is to provide time-bound technical and coordination support for the planning, implementation, monitoring, and documentation of the national school-based Menstrual Hygiene Management campaign, while strengthening the generation and use of hygiene-related evidence and knowledge. The consultant will support the development and approval of Hygiene promotion materials, campaign planning and monitoring, analysis and visualization of WASH evidence, and preparation of clearly defined Knowledge, advocacy and learning products. The assignment will also document lessons and formulate practical recommendations for institutionalization, replication and potential scale-up by government and sector partners.

Scope of Work

Under the supervision of the WASH Specialist and in coordination with relevant UNICEF sections, government counterparts and sector partners, the consultant will undertake the following tasks:

- Support the planning, coordination, implementation, monitoring and documentation of the National School based Menstrual Hygiene Management (MHM) campaign, including preparation of the campaign workplan, implementation arrangements, monitoring framework and learning products.

- Coordination with Policy Support Branch, Local Government Division, the national MHM Platform and other relevant stakeholders to develop, finalize and facilitate approval of culturally appropriate, gender-responsive and inclusive materials for the school-based MHM campaign

- Support the selection of participating districts and schools and the development of implementation and monitoring arrangements in consultation with relevant government authorities and implementing partners

- Support the analysis and visualization of WASH data and evidence and produce agreed analytical products, including thematic analysis, survey or assessment reports, dashboards, presentation, briefs and advocacy materials.

- Support finalization, publication, dissemination and advocacy of priority WASH aspects including WASH survey/assessment reporting, including thematic analysis, reports, briefs, presentations and advocacy materials.

- Organize and maintain assignment related information and knowledge management products, including documents repositories, monitoring matrices, standardized templates and reporting products, and support dissemination through agreed national and global platforms.

- Support the development and dissemination of agreed hygiene-related communication products, including Meena episodes and hand hygiene/handwashing communication activities, in collaboration with UNICEF's Social & Behavior Change and Communication teams.

- Prepare agreed communication and knowledge products that document achievements, evidence, implementation experiences, lessons learned, good practices and recommendations for institutionalization, replication and potential scale-up..

- Support the assessment of selected handwashing and MHM technologies, products or service-delivery approaches using an agreed analytical framework, including implementation monitoring, user feedback, feasibility analysis and recommendations.

- Develop agreed hygiene programme concepts notes and proposals, addressing identified programme gaps and opportunities, with clear problem analysis, theory of change, implementation pathways, partnership options, indicative resource requirements and anticipated results.

- Ensure that all activities and products reflect gender equality, disability inclusion, child safeguarding, data protection, climate resilience and accountability to affected populations, as applicable.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Conduct an inception review and prepare a consolidated assignment workplan in consultation with UNICEF and relevant government counterparts and partners.	**Deliverable 1** Inception report and consolidated workplan approved by UNICEF, including methodology, activity schedule, stakeholder coordination arrangements, deliverable calendar, travel plan, key risks and mitigation measures	31 January 2027
Coordinate the development and technical review of SBC materials for the national School-based MHM campaign.	**Deliverable 2** Draft package of campaign SBC materials developed and technically reviewed through at least three documented stakeholder consultations, with a consultation summary and feedback matrix submitted to UNICEF	28 February 2027
Support selection of campaign districts and schools and preparation of the campaign implementation plan	**Deliverable 3** District and school selection criteria, proposed list of participating schools, stakeholder roles, implementation schedule and monitoring arrangements finalized and documented, with evidence of endorsement by the relevant authorities	30 April 2027
Facilitate the review, revision and approval process for the campaign materials from MHM Coordination Committee for MHM School-based campaign	**Deliverable 4** Final MHM Campaign SBC package submitted following incorporation of consolidated technical feedback, accompanied	31 May 2027

	by response matrix and documented evidence of review/endorsement by the designated government coordination and approval mechanism	
Development evidence-informed concepts addressing priority hygiene programming gaps and partnership opportunities	**Deliverable 5** Two context-specific hygiene concept notes finalized, each including a problem statement, evidence base, target population, proposed approach, theory of change, implementation pathway, partnership options, indicative budget and key risks	30 July 2027
Support the launch and initial implementation of the national schoolbased MHM campaign in selected districts	**Deliverable 6** Campaign launched and initial implementation completed in approximately 100 selected schools, with a campaign implementation report documenting school coverage, participant reach, delivery channels, monitoring findings, implementation challenges, corrective actions and supporting evidence**.**	30 September 2027
Assess the feasibility, acceptability and potential scalability of selected innovative hygiene (specifically handwashing or MHM) solutions	**Deliverable 7** Assessment framework finalized and applied to one selected hygiene solution, with an assessment report covering relevance, user acceptability, inclusion, operational feasibility, indicative cost, sustainability and recommendation for adaptation	30 October 2027

	or potential scale up.	
Development and disseminate communication and knowledge products, documenting agreed WASH and hygiene practices and results	**Deliverable 8** At least five finalized communication and knowledge products produced and disseminated through UNICEF communication channels and relevant platforms. Products may include humaninterest stories, briefs, infographics, presentations, web articles or technical summaries	15 December 2027
Consolidate campaign implementation experience, evidence and learning into a final documentation package.	**Deliverable 9** Final campaign documentation and learning package approved by UNICEF, comprising: (i) implementation narrative; (ii) monitoring results; (iii) stakeholder and participant feedback; (iv) lessons learned and good practices; (v) documented challenges and mitigation measures; and (vi) recommendations and roadmap for institutionalization, replication and potential scale-up	20 December 2027
Analyze and visualize priority WASH evidence and prepare agreed analytical products	**Deliverable 10** Three analytical products finalized and approved by UNICEF, selected at inception from the agreed list of priority products. Each product will include documented data sources, methodology, key findings, limitations, visualizations and actionable programme or policy	15 December 2027

	recommendations.	

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.
- Contracts are conditional upon the selected candidate's willingness to comply with any current or future vaccination requirements that may be established by UNICEF, where applicable. Failure to comply with applicable vaccination requirements, where required and without an approved medical exemption by UNICEF, may result in the withdrawal of the consultancy offer or termination of the contract in accordance with the General Terms and Conditions of Contract.
- 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: Master's degree or equivalent in public health, social sciences, behavioural sciences, development studies, information or knowledge management, statistics, communication for development, water, sanitation and hygiene, or another relevant field is required.

Work Experience: A minimum of eight years of progressively responsible professional experience in WASH, hygiene programming, SBC, evidence generation, knowledge management, programme monitoring or related areas is required.

Skills: Demonstrated experience in planning or supporting large-scale hygiene or MHM initiatives, preferably in collaboration with government institutions. Proven experience in analyzing quantitative and qualitative information and translating findings into clear reports, briefs, dashboards, presentations or advocacy products. Experience in developing or reviewing SBC materials and facilitating stakeholder consultation and approval processes. Experience in knowledge management, documentation of programme learning, and production of high-quality communication or technical products. Strong facilitation, coordination and stakeholder-management skills. Excellent written and spoken Bangla and English. Knowledge of gender-responsive, disability-inclusive and child sensitive WASH programming is an asset. Previous experience with UNICEF, another United Nations agency, government or an international development organization is an asset

Language Requirements: Fluency in written and spoken Bangla and English is required

Desirables: Passion and commitment to UNICEF's mission and values

Previous experience in similar activities with the UN or INGOs, government.

Good background and skills in facilitating training, workshops, coaching, and mentoring others

Ability to work effectively in a multidisciplinary team and respond flexibly to assignment-related requirements within the agreed scope of work.