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TERMS OF REFERENCE

Communication Associate Consultant– EU-funded Social Protection (EU4PEOPLE) and Roma Inclusion Programmes (36 months)

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	**Sarajevo, Bosnia and Herzegovina &** Office Based
DURATION OF CONTRACT	3 years

Purpose of Assignment

Background

UNICEF Bosnia and Herzegovina is implementing two complementary EU-funded actions under the Instrument for Pre-Accession Assistance (IPA III). The EU4PEOPLE – Social Protection Programme (IPA 2022) is led by UNICEF as lead agency, in partnership with UNDP, UNFPA and ILO, and supports a modernised, EU-aligned social protection system by strengthening Centres for Social Welfare (CSWs) and their digitalisation, expanding licensed, community-based social services, and improving inspection and quality assurance. As lead agency, UNICEF is responsible for the overall communication and visibility of the joint programme, including coordination of partner UN agencies, management of programme events and consolidated visibility reporting to the EU.

The Roma Assistance Programme (IPA 2022 and 2024; EUR 12 million, 36 months) is led by UNDP, with UNICEF and UNFPA as participating UN agencies and UNESCO and IOM sub-contracted. It aims to improve the social inclusion of Roma and protect their rights, with UNICEF responsible for components on access to health insurance and immunisation through Roma health mediators, school enrolment and completion, prevention of child marriage and Roma-led child rights monitoring. Both actions carry contractual EU communication and visibility obligations (co-branding, EU funding acknowledgement, disclaimers, clearance with the EU Delegation, regular visibility reporting) that exceed existing Communication Section capacity.

Assignment:

Provide dedicated, office-based communication support to the two EU-funded programmes over 36 months, weighted to reflect UNICEF's role in each: approximately 70% of time for EU4PEOPLE, where UNICEF is lead agency, and 30% for the Roma Assistance Programme, where UNICEF is a participating agency. Under the guidance of the Communication Officer, the Communication Associate will support communication, visibility and event management for EU4PEOPLE, including day-to-day coordination with communication colleagues from partner UN agencies; deliver UNICEF's communication contributions to the UNDP-led Roma Assistance Programme; ensure compliance with EU and UNICEF branding and visibility rules; and produce ethical, evidence-based and human-interest content that makes programme results visible to decision-makers, professionals, communities and the general public.

Scope of Work

Under the guidance and supervision of the Communication Officer and in close collaboration with the Social Policy, Child Protection, Health and Education programme teams, the Communication Associate will work office-based in Sarajevo for 36 months (1 January 2027 – 31 December 2029), with time allocated approximately 70% to EU4PEOPLE (approx. 525 working days) and 30% to the Roma Assistance Programme (approx. 225 working days), with days worked per programme reported with each deliverable. Specific tasks include, but are not limited to:

1. EU4PEOPLE – Social Protection Programme, IPA 2022 (approx. 70% of time; UNICEF as lead agency)

1a. Communication planning and joint UN coordination

Support the annual review and update of the EU4PEOPLE Communication and Visibility Plan and prepare the annual communication workplan and monthly content calendar for the joint programme.

Coordinate, on behalf of UNICEF as lead agency, the joint communication work with colleagues from UNDP, UNFPA and ILO: organise and facilitate regular (monthly) coordination meetings, maintain a joint content plan, align key messages and coordinate cross-posting and amplification across agencies' channels.

- Collect, review and consolidate communication inputs from partner UN agencies for EU progress reports and Programme Steering Committee meetings; ensure consistent co-branding of partner agencies' products.
- Act as day-to-day communication contact for the EU Delegation and prepare press releases, publications and event materials for clearance with the EU Delegation and government counterparts.

1b. Event planning and management

- Plan and manage programme events end-to-end – e.g. launch of the interoperable digital platform, IT and facility handovers to CSWs, municipal ISPAP launches, policy dialogues and annual results events: concept notes, agendas, guest lists and invitations, protocol with the EU Delegation and ministries, venue and vendor coordination, EU visibility set-up, speaking points and briefing notes.
- Coordinate partner UN agencies' participation, speakers and visibility at joint events, and support agency-led events under the programme to ensure consistent branding and messaging.
- Organise media presence for events (media advisories, press releases, photo calls, interviews, live social media coverage) and prepare short post-event reports with photos and media coverage.

1c. Content production and publications

- Produce and publish digital content (social media posts, web stories, press releases) on CSW digitalisation and e-services, community-based services, foster care, ISPAPs and inspection reform, tagging EU accounts and partner UN agencies.
- Develop human-interest stories, photo essays and short videos (e.g. digital case management, youth leaving care, foster families, single parents, older persons and persons with disabilities using new services).
- Draft and coordinate design of brochures, fact sheets, public summaries and the quarterly programme newsletter for government partners, CSWs, CSOs and EU stakeholders.

2. Roma Assistance Programme, IPA 2022/2024 (approx. 30% of time; UNICEF as participating agency)

- Provide UNICEF inputs to the joint Communication and Visibility Plan led by UNDP and participate in the joint communication coordination mechanism convened by UNDP.
- Produce content on UNICEF-led components (Roma health mediators and immunisation, health insurance, school enrolment and the out-of-school children study, adolescent groups, prevention of child marriage, child rights monitoring) for UNICEF channels and for amplification by UNDP and partners.
- Produce ethical, non-stigmatising human-interest stories and photo/video content featuring Roma families, mediators and communities, ensuring informed consent and amplifying Roma voices.
- Support development of accessible community-facing materials for UNICEF-led social and behaviour change activities (immunisation, enrolment, child marriage), and contribute UNICEF messages, speakers and content to joint events organised by UNDP (e.g. programme launch, International Roma Day – 8 April).

3. EU visibility, monitoring and reporting (both programmes)

- Ensure all UNICEF products, events, supplies and publications carry correct EU and UNICEF co-branding, partner logos and the agreed EU disclaimer; brief implementing partners (CSWs, municipalities, CSOs) on visibility requirements and carry out quarterly spot checks.
- Track media coverage and social media reach/engagement monthly against Communication and Visibility Plan indicators and prepare the communication and visibility sections of progress reports to the EU.
- Maintain an organised digital archive of photos, videos, consent forms and published products, in line with UNICEF data protection and child safeguarding rules; submit a short progress report with each deliverable, including days worked per programme.

All content, materials and activities will be approved by the UNICEF Communication Officer and harmonised with UNICEF's

Brand Book, the CO Communication and Advocacy Strategy, the EU Communication and Visibility Requirements for External Actions, and the communication arrangements agreed with partner UN agencies (including UNDP as lead agency of the Roma Assistance Programme) and the EU Delegation.

Payment: payments will be made upon submission and UNICEF approval of each deliverable listed in the table below; costs are charged to the EU4PEOPLE grant for EU4PEOPLE deliverables and to the Roma Assistance Programme grant for Roma Programme deliverables.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Year 1 – 2027: (EU4PEOPLE 175 / Roma Programme 75)		
D1 – EU4PEOPLE: Annual communication planning and joint UN coordination set-up	Updated EU4PEOPLE C&V Plan and 2027 communication workplan Joint UN content plan for 2027 agreed with UNDP, UNFPA and ILO Annual event calendar for 2027 cleared with EUD	26.02.2027
D2 – Roma Programme: UNICEF communication planning for the Roma Assistance Programme	UNICEF inputs to the UNDP-led joint C&V Plan (initial) UNICEF component communication plan for 2027	31.03.2027
D3 – EU4PEOPLE: Events, content, publications and coordination – January to June	Min. 3 events planned and managed, each with event package and post-event report Min. 60 social media posts and 12 web items published 6 human-interest stories and 3 short videos 2 newsletters and min. 3 fact sheets/brochures Min. 5 joint UN comms meetings with action points; 2 branding spot-check notes Progress report with media/social media analytics	30.06.2027
D4 – Roma Programme: Content, community materials and joint events – January to June	Min. 24 social media posts and 3 web items on UNICEF-led components 3 human-interest stories and 1 short video Community-facing material set for 1 campaign UNICEF content and messages for International Roma Day (8 April) Progress report incl. C&V inputs to joint reporting	15.07.2027
D5 – EU4PEOPLE: Events, content, publications and EU reporting – July to December	Min. 3 events planned and managed, each with event package and post-event report Min. 60 social media posts and 12 web items published 6 human-interest stories and 3 short videos	15.12.2027

	2 newsletters and min. 3 fact sheets/brochures Min. 5 joint UN comms meetings; 2 branding spot-check notes C&V section of the annual EU progress report (consolidated with partner agencies)	
D6 – Roma Programme: Content, community materials and joint events – July to December	Min. 24 social media posts and 3 web items on UNICEF-led components 3 human-interest stories and 1 short video Community-facing material set for 1 campaign UNICEF content/speakers for 1 joint event led by UNDP C&V inputs for UNICEF components to the joint annual report	22.12.2027
Year 2 – 2028: (EU4PEOPLE 175 / Roma Programme 75);		
D7 – EU4PEOPLE: Annual communication planning and joint UN coordination set-up	Updated EU4PEOPLE C&V Plan and 2028 communication workplan Joint UN content plan for 2028 agreed with UNDP, UNFPA and ILO Annual event calendar for 2028 cleared with EUD	26.02.2028
D8 – Roma Programme: UNICEF communication planning for the Roma Assistance Programme	UNICEF inputs to the UNDP-led joint C&V Plan (annual update) UNICEF component communication plan for 2028	31.03.2028
D9 – EU4PEOPLE: Events, content, publications and coordination – January to June	Min. 3 events planned and managed, each with event package and post-event report Min. 60 social media posts and 12 web items published 6 human-interest stories and 3 short videos 2 newsletters and min. 3 fact sheets/brochures Min. 5 joint UN comms meetings with action points; 2 branding spot-check notes Progress report with media/social media analytics	30.06.2028
D10 – Roma Programme: Content, community materials and joint events – January to June	Min. 24 social media posts and 3 web items on UNICEF-led components 3 human-interest stories and 1 short video Community-facing material set for 1 campaign UNICEF content and messages for International Roma Day (8 April) Progress report incl. C&V inputs to joint reporting	15.07.2028
D11 – EU4PEOPLE: Events, content, publications and EU reporting – July to December	Min. 3 events planned and managed, each with event package and post-event report Min. 60 social media posts and 12 web	15.12.2028

	items published 6 human-interest stories and 3 short videos 2 newsletters and min. 3 fact sheets/brochures Min. 5 joint UN comms meetings; 2 branding spot-check notes C&V section of the annual EU progress report (consolidated with partner agencies)	
D12 – Roma Programme: Content, community materials and joint events – July to December	Min. 24 social media posts and 3 web items on UNICEF-led components 3 human-interest stories and 1 short video Community-facing material set for 1 campaign UNICEF content/speakers for 1 joint event led by UNDP C&V inputs for UNICEF components to the joint annual report	22.12.2028
Year 3 – 2029: (EU4PEOPLE 175 / Roma Programme 75)		
D13 – EU4PEOPLE: Annual communication planning and joint UN coordination set-up	Updated EU4PEOPLE C&V Plan and 2029 communication workplan Joint UN content plan for 2029 agreed with UNDP, UNFPA and ILO Annual event calendar for 2029 cleared with EUD	26.02.2029
D14 – Roma Programme: UNICEF communication planning for the Roma Assistance Programme	UNICEF inputs to the UNDP-led joint C&V Plan (annual update) UNICEF component communication plan for 2029	31.03.2029
D15 – EU4PEOPLE: Events, content, publications and coordination – January to June	Min. 3 events planned and managed, each with event package and post-event report Min. 60 social media posts and 12 web items published 6 human-interest stories and 3 short videos 2 newsletters and min. 3 fact sheets/brochures Min. 5 joint UN comms meetings with action points; 2 branding spot-check notes Progress report with media/social media analytics	30.06.2029
D16 – Roma Programme: Content, community materials and joint events – January to June	Min. 24 social media posts and 3 web items on UNICEF-led components 3 human-interest stories and 1 short video Community-facing material set for 1 campaign UNICEF content and messages for International Roma Day (8 April) Progress report incl. C&V inputs to joint reporting	15.07.2029

D17 – EU4PEOPLE: Events, content, publications and EU reporting – July to December	Min. 3 events planned and managed, each with event package and post-event report Min. 60 social media posts and 12 web items published 6 human-interest stories and 3 short videos 2 newsletters and min. 3 fact sheets/brochures Min. 5 joint UN comms meetings; 2 branding spot-check notes C&V section of the annual EU progress report (consolidated with partner agencies) End-of-assignment report and complete, handed-over digital archive	10.12.2029
D18 – Roma Programme: Content, community materials and joint events – July to December	Min. 24 social media posts and 3 web items on UNICEF-led components 3 human-interest stories and 1 short video Community-facing material set for 1 campaign UNICEF content/speakers for 1 joint event led by UNDP C&V inputs for UNICEF components to the joint annual report End-of-assignment summary for UNICEF components	17.12.2029
Travel note: field travel within BiH may be required for events and content production (EU4PEOPLE programme sites; Roma Programme sites to be confirmed after the inception mapping). Travel costs are not included in the estimated budget; if travel is required, the contract will be amended as needed to reflect travel costs based on UNICEF DSA rates.		

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:**
  - Bachelor's degree in communication, journalism, public relations, social sciences or a related field

- **Work Experience**:
  - Minimum 5 years of relevant experience in communication, media or advocacy, of which at least 2 years on donor-funded, preferably EU-funded, programmes, including organising events and coordinating communication with multiple partners

- **Language Requirements:**
  - Fluency in English and local languages (Bosnian/Croatian/Serbian), written and spoken.

- **Knowledge/Expertise/Skills:**
  - EU visibility: knowledge of EU Communication and Visibility Requirements for External Actions, co-branding, disclaimers and clearance processes.
  - Writing and storytelling: excellent writing for press releases, web stories, newsletters and social media; ability to turn policy and system reforms into clear, audience-friendly messages.
  - Visual content: photography, short video and basic design (Adobe Creative Suite, Canva or similar).
  - Event management and media relations: planning and running events end-to-end (logistics, protocol, vendors, visibility) and organising press events and media outreach.
  - Ethical and inclusive communication: ethical reporting on children, informed consent and data protection; respectful, non-stigmatising communication with and about Roma communities.
  - Digital and analytics: social media management and analytics (Meta, LinkedIn, X, Google Analytics).
  - Organisation and teamwork: ability to manage two portfolios in parallel, prioritise, meet deadlines and work with multiple agencies and partners

- **Desirables:**
  - Experience with UN agencies or joint UN programmes.
  - Experience communicating on social protection, child rights, social inclusion, Roma or other marginalised groups; experience with community-facing or social and behaviour change materials.
  - Knowledge of Romani language.

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Qualified candidates are invited to submit the following documents via the online recruitment portal, TMS (Talent Management System):

- An up-to-date TMS profile and curriculum vitae (CV)
- Cover letter
- A separate financial proposal (only acceptable in the format of the linked template) (attach the financial template to be completed)
- **A detailed technical proposal *:* CV/P11 and a portfolio of 3–5 work samples (e.g. stories, social media content, event or visibility materials), evaluated under criterion 4.**