unicef | for every child

TERMS OF REFERENCE

Partnership Communication Consultant

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	Jakarta, Indonesia – Office based with possibility of travel
DURATION OF CONTRACT	12 months

Purpose of Assignment

UNICEF Indonesia works with public- and private-sector partners to advance results for children. These partnerships require tailored communication and visibility planning, accurate reporting of results, consistent application of UNICEF and partner branding requirements, and timely coordination across multiple teams.

The partnership portfolio is becoming more diverse, with additional needs for partner-facing content, co-branded materials, launch and field-visit support, joint campaigns, tailored strategies, and visibility tracking. UNICEF Indonesia seeks to engage an individual Partnership Communications Consultant for a defined package of measurable outputs in 2027. The consultancy is intended to ensure timely delivery of partnership communications support, subject to a competitive selection process and applicable procurement procedures. The consultancy will support the development of partnership communication overall strategies, as well as donor-specific plans, and the implementation of visibility commitments including all associated tools and monitoring systems, as well as support in the coordination with partners communications teams for effective alignment and implementation of the joint plans.

The consultant will work under the supervision of the Media and Partnership Communication Officer, with guidance from the Chief of Communication and Advocacy, and collaborate with Private Fundraising and Partnerships (PFP), Resource Mobilization, programme teams, digital/editorial colleagues and partners' communications focal points.

Scope of Work

1. Partnership communication and visibility planning: Prepare tailored, time-bound communication/visibility plans for agreed bilateral (ODA) donors and private-sector partnerships, based on approved partnership commitments and inputs from PFP, Resource Mobilization and programme teams.

2. Communication outputs and activation support: Coordinate and support production of approved co-branded assets, partnership announcements, stories, event and field-visit communication packages, working with relevant production, PFP and programme colleagues.

3. Support in the coordination and outreach to partners' communications/brand teams to ensure that all communication products, developed either by UNICEF or partners, are aligned with agreed visibility guidelines, conditions, and messaging. This includes developing partner-focused content packages and draft editorial plans for UNICEF Indonesia's website, LinkedIn, X and other relevant channels, subject to editorial review and approval. Prepare review-ready drafts and maintain a consolidated record of feedback and required corrections on partner-produced and UNICEF-produced communication assets, escalating brand and reputational concerns to UNICEF staff for decisions and clearance.

4. Support the development of brand and workflow SOPs and guidelines, to support with quality assurance of standardized approaches across various visibility plans and activities. Also support in the development of a set of communications products to be used in expanding partnerships, such as organizational introduction videos, presentations, brochures, fact sheets, etc.

5. Support in the development and dissemination of quarterly partner newsletters including planning the content, working with graphic designer for the layout, working with programme teams for inputs, etc.

6. Support in the development of partnership campaigns, including the activation of UNICEF80 initiatives throughout 2027- including partner communication team's outreach, development of pitches and presentations, etc.

7. Tracking, reporting and tools: Maintain a partnership communication deliverables tracker, prepare periodic status reports, compile visibility evidence and media monitoring summaries, and develop practical templates and messaging packages.

All external publication, partnership commitments, final approvals, spokesperson decisions and official clearance remain with authorized UNICEF personnel. The consultant will deliver outputs against agreed milestones and submit monthly progress reports with list of delivered activities and content packages.

Work Assignments Overview	**Deliverables/Outputs**	**Delivery deadline to complete the deliverable**
Partnership communication and visibility strategy and plans	**Deliverable 1** – Develop and support the implementation of a partnership communication audience-focused strategy to strengthen UNICEF's brand among prospective partners in collaboration with PFP Partnership team, and develop tailored communication and visibility plans for agreed priority existing partnerships, each with audience, key messages, activities, channels, responsibilities, milestones and visibility requirements; incorporate UNICEF feedback and deliver final approved-for-use versions.	31 December 2027

Communication outputs and activation support	**Deliverable 2 -** Submit complete communication and activation packages for agreed priority partnership moments. As applicable, each package will include a draft joint announcement, co-branded copy or asset brief, event or field-visit communication brief, social media copy, and photo and caption selection, ready for UNICEF review and clearance. Joint campaigns with partners developed and relevant activation content executed, including for UNICEF80 partnership campaign.	31 December 2027
Coordination with partner communication teams and quality assurance of various partnership communication materials	**Deliverable 3 -** Join and document discussions with partner communication teams to ensure smooth coordination, follow up and alignment on editorial and content direction. Submit documented partner-asset review packages with annotated drafts, brand/visibility compliance checks and consolidated correction logs; flag any issue requiring staff decision.	31 December 2027
Brand, workflow and partnership communication tools	**Deliverable 4 -** Submit a practical package of brand and workflow SOPs, guidelines and templates for standardized quality assurance, together with agreed organizational pitch products, such as an organizational presentation, brochure, fact sheet, video brief or other approved asset.	30 April 2027
Quarterly partner newsletters	**Deliverable 5** - Submit up to four quarterly partner newsletter packages, each comprising an agreed content plan, coordinated programme inputs, edited copy, & review-ready draft for UNICEF clearance and dissemination.	31 December 2027

Tracking, monitoring and reporting	**Deliverable 6 -** Submit up to 12 monthly partnership communication tracking updates, including the status of visibility commitments, deliverables completed, outstanding actions, deadlines, evidence links and media-monitoring summaries. Maintain and hand over the consolidated tracker, templates and messaging packages.	31 December 2027

Tentative official travel may include up to one donor field mission of approximately 5 days, subject to operational needs and prior UNICEF authorization. Specific destinations and dates will be determined in consultation with the consultant.

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.

unicef | for every child

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

- **Education:** Bachelor's degree in communications, journalism, public relations, international relations, development, public policy or a related field.
- **Work Experience:** At least two years of relevant professional experience in communications, including partnerships and donor relations; experience developing partnership communication plans and coordinating cross-team outputs; strong writing and project management skills; knowledge of brand/visibility requirements; fluency in Bahasa Indonesia and English. Event and field-visit support and basic design experience are assets.
- **Knowledge/Expertise/Skills:**

  • At least two years of relevant professional experience in communications, public relations, partnership communications, donor visibility or related fields.

  • Demonstrated ability to develop and implement communication plans and produce high-quality communication materials tailored to different audiences, including development partners, donors and private-sector partners.

  • Strong writing, editing and storytelling skills, with the ability to translate programme information and results into clear, engaging and audience-appropriate content.

  • Experience coordinating communication deliverables with multiple stakeholders, managing timelines and following up on agreed outputs.

  • Good understanding of branding, visibility and communication quality standards, including the review of co-branded materials.

  • Familiarity with digital communication platforms and the development of content for websites and social media.

  • Strong organizational, interpersonal and project coordination skills, with attention to detail and the ability to manage multiple assignments and deadlines.

  • Excellent written and spoken communication skills in Bahasa Indonesia and English.

  • Experience supporting partnership events, donor visits, field missions, or basic graphic design and multimedia content development would be an advantage.
- **Language Requirements:** Fluency in English and Bahasa Indonesia is required.
- **Desirables:** Experience in similar content creation assignments with UNICEF or other UN agencies, is an asset.