unicef | for every child

TERMS OF REFERENCE

Digital Communications and Content Production Consultant

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	Nairobi, Kenya (remote)
DURATION OF CONTRACT	13 months

Purpose of Assignment

UNICEF's fundamental mission is to uphold the rights of every child, everywhere. Guided by the Convention on the Rights of the Child and the Sustainable Development Goals, UNICEF Strategic Plan 2026–2029 places equity at the center of its education work to deliver results on learning and skills development of every child. The education programme offer is designed to ensure that every child and adolescent has access to quality, inclusive, and resilient learning opportunities. It priorities three key transitions in a child's learning journey: readiness for school, acquisition of foundational and transferable skills, and preparation for life and work. These transitions underpin UNICEF's focus on equitable access, improved learning outcomes, and continuity of education in emergencies and fragile contexts. Within this framework, gender equality is recognized as both a right and a powerful driver of education system transformation. Girls continue to face barriers that limit their access to and success in education, including discrimination, violence, poverty, and restrictive social norms. At the same time, there is a growing concern about boys' disengagement in education in many countries. Addressing these inequities is essential to achieving sustainable and transformative progress for all children.

The United Nations Girls' Education Initiative (UNGEI), established in 2000 within UNICEF, catalyses action locally, nationally, regionally, and globally for girls' education and gender equality through education. Its mission is to influence global policy, promote evidence-based solutions, and facilitate the sharing of good practice across contexts. By strengthening cross-sector collaboration and engaging diverse development actors, UNGEI accelerates progress towards gender-transformative education. UNGEI and UNICEF's programmatic success strengthens partnerships and further creates advocacy opportunities.

Safe to Learn is a global initiative and coalition working to end violence in and through schools, with a Secretariat based in the UNICEF Education COE. The Coalition supports governments and partners to implement the Safe to Learn Call to Action by strengthening evidence-based policy and programming, accountability, advocacy and collective action. Effective communications and knowledge management are essential to increase the visibility of violence prevention in education, translate evidence and Coalition priorities into accessible products, mobilize partners and sustain engagement with decision-makers and wider audiences.

This consultant will deliver specific communications products to support the visibility and influence of the UNGEI Partnership and the Safe to Learn Coalition within the Global Education Practice and partners.

Scope of Work

For UNGEI
Under the overall supervision of the Programme Specialist, Partnerships and Advocacy (UNGEI), the consultant will deliver specific communications outputs in line with UNGEI's communications, advocacy and partnerships strategy which aims to build credibility and trust, support wider advocacy and knowledge building and enable resource mobilization. As a skilled content maker with familiarity with education and gender equality issues, you will develop engaging graphic and video content for social media that lean into current trends and conversations online on

UNGEI's issue areas. You will design specific products including articles, newsletters, digital assets and resources on UNGEI's website and other communications channels. You will also deliver and capture content for online and in-person events that support and advance UNGEI's advocacy and influencing agenda, which is defined and delivered by the UNGEI Secretariat. As an experienced digital specialist, you are familiar with standard tools for email, website and social media management.

For Safe to Learn
The consultant will deliver specific communications outputs that strengthen Safe to Learn's visibility, partner engagement and advocacy influence. This will include supporting events; developing advocacy packs, presentations and social media content; refreshing and consistently applying the Coalition's visual identity; designing publications, templates and digital assets; managing and optimizing website and LinkedIn content; coordinating translation of priority products; monitoring digital performance; and facilitating joint communications with Coalition partners. All outputs will align with Safe to Learn's advocacy objectives, agreed branding and UNICEF style and accessibility standards.

Work Assignments Overview	**Deliverables/Outputs**	**Delivery deadline to complete the deliverable**
Deliver content for UNGEI's digital platforms up to March 2027 in line with UNGEI's broader communications and advocacy strategy and in line with agreed KPIs and benchmarks	-Prepare 5 x content calendars and platform-specific content packages based on the communications and advocacy strategy, messaging and audience priorities established by UNGEI. = -5 x sets of digital assets (to include static, motion & video) developed and posted for the promotion of UNGEI core messaging and campaigns in line with program and donor needs -Development of up to 5 social media tookits / trello boards / platforms to share content with UNGEI Partnership and other partner organisations, including UNICEF country offices -Ensure accessibility and translation of content as needed in line with UNGEI's strategy, with an emphasis on Francophone audiences -Compile digital performance data for the period January – March 2027against KPIs and benchmarks established by UNGEI, and provide periodic analytics reports to inform the Programme Specialist's assessment of communications performance. -Attend up to 12 UNGEI and UNICEF team meetings to give updates on deliverables -Attend up to 12 1-1 check in calls with UNGEI Programme Specialist to give updates on deliverables	31 March 2027 25 days
Deliver content for UNGEI's digital platforms from April – December 2027 in line with UNGEI's broader communications and advocacy strategy and in line with agreed KPIs and benchmarks	-Prepare 8 x content calendars and platform-specific content packages based on the communications and advocacy strategy, messaging and audience priorities established by UNGEI. = -8 x sets of digital assets (to include static, motion & video) developed and posted for the promotion of UNGEI core messaging and campaigns in line with program and donor needs -Development of up to 5 social media tookits / trello boards / platforms to share content with UNGEI Partnership and other partner organisations, including UNICEF country offices -Ensure accessibility and translation of content as needed in line with UNGEI's strategy, with an emphasis on Francophone audiences -Compile digital performance data for the period April-December 2027 against KPIs and benchmarks established by UNGEI, and provide periodic analytics reports to inform the Programme Specialist's assessment of communications	31 December 2027 60 days

	performance. -Attend up to 12 UNGEI and UNICEF team meetings to give updates on deliverables -Attend up to 12 1-1 check in calls with UNGEI Programme Specialist to give updates on deliverables	
Deliver content for 5 UNGEI led or co-led events up to 31 March 2027	- Produce and deliver specified digital and communications assets for 5 UNGEI virtual events up to March 2027, including presentations, social media assets, content capture and technical support, based on event plans and communications priorities established by the Programme Specialist -Develop communications materials for 1 in-person event, capturing content for social media and producingdigital assets as agreed with the Programme Sepcialist Travel to key UNGEI-led events: - 5 days: Commission on the Status of Women New York, March 2027	31 March 2027 8 days
Delivery content for up to 10 UNGEI led or co-led events	Produce and deliver specified digital and communications assets for up to 10 UNGEI events from April – December 2027, including presentations, social media assets, content capture and technical support, based on event plans and communications priorities established by the Programme Specialist -Develop communications materials for up to 4 in-person events including, UNGA81 and Regional meetings of UNGEI Led Networks capturing content for social media and producing digital assets Travel to key UNGEI-led events: - 5 days: UNGA81, New York September 2027 - 3 days: Regional FemNet4GTE Meeting, Nairobi, October 2027 -3 days: Regional FemNet4GTE Meeting in Bangkok, October 2027	31 December 2027 32 days
Support the development, design and dissemination of key knowledge products for UNGEI's website in line with UNGEI's communications and advocacy strategy up to March 2027	-Build, format, upload, and quality-check 15 approved webpages, blogs, or resources using the UNGEI content management system. -Provide graphic design, layout, and production support for up to 10 approved reports, newsletters, briefs, and research products. -Create reusable digital assets and templates for newsletters, briefs, invitations, agendas, and other approved materials. -Configure, test, and schedule up to eight approved emails for the UNGEI mailing list. -Produce approved graphics, short videos, animations, and other web-ready assets in required formats. -Administer assigned CMS functions, including technical content updates, metadata, links, files, accessibility checks, and basic troubleshooting. -Attend three technical coordination calls with the website development team and implement agreed technical updates.	31 March 2027 24 days
Support the development, design and dissemination of key knowledge products for UNGEI's website in line with UNGEI's communications and advocacy strategy April - December 2027	-Build, format, upload, and quality-check 20 approved webpages, blogs, or resources using the UNGEI content management system. -Provide graphic design, layout, and production support for up to 15 approved reports, newsletters, briefs, and research products. -Create reusable digital assets and templates for newsletters, briefs, invitations, agendas, and other approved materials. -Configure, test, and schedule up to eight approved emails for the UNGEI mailing list. -Produce approved graphics, short videos, animations, and other web-ready assets in required formats. -Administer assigned CMS functions, including technical content updates,	31 December 2027 35 days

	metadata, links, files, accessibility checks, and basic troubleshooting. -Attend three technical coordination calls with the website development team and implement agreed technical updates.	
Deliver communications and digital support for Safe to Learn online, virtual and in-person events to strengthen Coalition advocacy, partner engagement and visibility.	- Digital management for up to 10 Safe to Learn online or virtual events, including GPE TAI events, covering pre-event coordination, presentations, invitations and technical delivery. - Communications and logistics support for up to 5 events, including liaison with communications service providers, social media content capture and management of digital assets. - Develop event-specific advocacy packs, presentations, invitations, agendas and social media materials for priority Safe to Learn events. - Participate in relevant planning and coordination meetings and maintain organized event communications assets for Secretariat and partner use.	28 November2027 23 days
Strengthen Safe to Learn's visual identity and produce high-quality publications, templates and digital assets that support consistent Coalition communications and advocacy.	- Refresh where needed and consistently apply the Safe to Learn brand and visual identity across Coalition communications. - Update and create reusable templates for newsletters, benchmarking assessments, briefs, event invitations, agendas and other externally disseminated content. - Design and deliver 5 infographics translating key data on violence in schools into accessible visuals. - Produce 12 branded social media cards featuring advocacy messages, quotes and statistics. - Produce 10 banners, posters or digital campaign materials for website and partner use. - Produce one short animated explainer of approximately one minute on the Safe to Learn Call to Action. - Produce 5 animated GIFs or looping visuals for social media, presentations or reports. - Deliver all assets in web- and social-media-optimized formats and provide editable source files to the Safe to Learn Secretariat.	28 November 2027 22 days
Strengthen engagement with Safe to Learn's website and digital channels through performance monitoring, content development, social media management and partner amplification.	- Deliver 4 quarterly reports on website performance against agreed KPIs, including audience growth, engagement and reach, with actionable recommendations for optimization. - Implement agreed website improvements and develop digital assets and updated content to sustain user engagement. - Develop and manage up to 5 social media toolkits, Trello boards or other partner-sharing platforms for Safe to Learn campaigns and priority moments. - Manage Safe to Learn LinkedIn content and publishing in line with agreed editorial plans, including post- Manila follow-up products. - Coordinate translation of priority Safe to Learn communications products into agreed languages and complete quality checks before dissemination.	28 November2027 17 days

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 in Graphic design, digital / social media, communications, video editing, copywriting, marketing.
- Work Experience:
    - Minimum 10 years relevant work experience in graphic design, digital / social media, communications, video editing, copywriting, marketing
    - Knowledge of issues around gender equality in and through education
- Language requirement:
    - Fluency in English
    - Working proficiency in French

Desirables:

- Experience delivering communications for large-scale international organisations.