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TERMS OF REFERENCE

Media and Advocacy Consultant

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

Purpose of Assignment

The communication consultancy supports advocacy and media relations with a special focus on projects related to universal health coverage and immunization. Under the general guidance and supervision of the Communication Specialist, the full-time Communication Consultant will contribute significantly to media relations, as well as writing, editing and/or coordinating communication content, such as stories, press releases, op eds, statements, media lines, speeches, advocacy materials, etc. The Communication Consultant will also contribute significantly to advocacy, including producing targeted advocacy packages and delivering advocacy campaigns. In addition, the Communication Consultant will contribute significantly to contract and networks management

Scope of Work

The Consultant will work at UNICEF Bangladesh Country Office with field visits to support other components of different sections, especially the Health & Nutrition Sections, facilitating media visits to highlight good practice and stories in the mass media. Over the 12-month assignment (January 2027 - December 2027) the Consultant will: (i) monitor media regularly; (ii) disseminate news highlights daily; (iii) contribute to media intelligence (iv) liaison with LTA partners; (v) support in organizing round table discussions managing media apprenticeship; (v)support in maintaining network with child rights caucus; (v) facilitate media visits; (vi)proof-read and edit media materials in Bangla

Work Assignments Overview	**Deliverables/Outputs**	**Delivery deadline to complete the deliverable**
Media monitoring and daily highlights	**Deliverable 1** • Daily media highlights circulated to all staff on each working day after checking categories, attribution and completeness of UNICEF mentions. • Monthly media-monitoring report identifying coverage gaps, corrections requested from the agency and followup status.	Daily throughout 1 Jan-31 Dec 2027; monthly reports due: 31 Jan, 28 Feb, 31 Mar, 30 Apr, 31 May, 30 Jun, 31 Jul, 31 Aug, 30 Sep, 31 Oct, 30 Nov and 31 Dec 2027

Media intelligence and risk analysis	**Deliverable 2** • Daily alerts and concise analysis on political or policy developments, government decisions, misinformation and other issues affecting UNICEF work and children. • Monthly media-intelligence brief summarizing emerging narratives, risks and recommended communication follow-up.	Daily throughout 1 Jan-31 Dec 2027; monthly briefs due: 31 Jan, 28 Feb, 31 Mar, 30 Apr, 31 May, 30 Jun, 31 Jul, 31 Aug, 30 Sep, 31 Oct, 30 Nov and 31 Dec 2027
Bangla media materials	**Deliverable 3**. • At least 20 Bangla media materials edited and quality-assured for accuracy, clarity, terminology and publication readiness. • Monthly tracker listing materials completed, date submitted and status.	Rolling submissions; final set and tracker due 31 Dec 2027; monthly trackers due: 31 Jan, 28 Feb, 31 Mar, 30 Apr, 31 May, 30 Jun, 31 Jul, 31 Aug, 30 Sep, 31 Oct, 30 Nov and 31 Dec 2027
Roundtable discussions and media engagement	**Deliverable 4** • At least two roundtable discussions supported, including finalized agenda and participant list, partner and government liaison, media invitation and coverage follow-up. • Media-clipping record and short completion report submitted for each roundtable	30 Nov 2027
Coordination with LTA partners and child-journalist activities	**Deliverable 5** • Assignment briefs for the Generation Parliament platform finalized with the social media team and shared with the	Monthly trackers due: 31 Jan, 28 Feb, 31 Mar, 30 Apr, 31 May, 30 Jun, 31 Jul, 31 Aug, 30 Sep, 31 Oct,

	relevant LTA partner. • Monthly partner-deliverable tracker maintained, including follow-up actions, child participation in UNICEF events and monitoring of the child-journalist programme	30 Nov and 31 Dec 2027; final consolidated tracker due 31 Dec 2027
Media apprenticeship programme	**Deliverable 6** • Media partners, UNICEF programme sections and apprentices coordinated to produce at least three stories on UNICEF priority issues. • Completion note provided for each story, including topic, outlet/format, publication status and links or clippings where available	Story 1: 30 Apr 2027; Story 2: 31 Aug 2027; Story 3: 30 Nov 2027
Child Rights Caucus and parliamentary engagement	**Deliverable 7** • At least one documented engagement or coordination action completed each month with the relevant parliamentary stakeholders, including the Deputy Speaker's office, Child Rights Caucus members and the parliamentary consultant, as applicable. • Pre-budget session support package completed, including coordination record, agenda and follow-up actions.	Monthly engagement records due: 31 Jan, 28 Feb, 31 Mar, 30Apr, 31 May, 30 Jun, 31 Jul, 31 Aug, 30 Sep, 31 Oct, 30 Nov and 31 Dec 2027; pre-budget support package due 30 Apr 2027

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 journalism or relevant discipline, Social science

Work Experience: Work experience: At least 10 years of relevant professional experience, including at least 5 years in an English-language daily newspaper or equivalent newsroom environment, and demonstrated experience with an INGO/NGO. Media communication, Journalism, Advocacy, Public relations, Event management Prior work experience with UNICEF or other UN organizations is an asset

Skills: Media intelligence and narrative analysis; Bangladesh media landscape; journalism and Bangla editing; misinformation and reputational-risk tracking; advocacy and public relations; stakeholder and partner coordination; event and media-engagement management.

Language Requirements: Fluency in Bangla and English.

Desirables: Prior experience with UNICEF or another United Nations organization is an asset.