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TERMS OF REFERENCE

Digital Media and Youth Engagement Consultant

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

Purpose of Assignment

To deliver defined digital communication and multimedia products for UNICEF Bangladesh's advocacy and programme priorities during 2027. The consultancy will strengthen tailored outreach through X, Instagram, and YouTube, with highquality platform-specific content, timely multimedia coordination, organized digital assets and social media content promoting U-Report polls. These outputs will support wider engagement with children, young people and other audiences and amplify UNICEF's results for children

Scope of Work

Under the technical guidance of the Communication Officer, the consultant will develop and adapt English and Bangla social media copy and platform-specific visual and vertical video content for X, Instagram, and YouTube; coordinate with programme sections, field offices and regional/global colleagues to source, adapt and clear content; prepare video briefs, scripts, edits, captions and social media packs; organize, tag and archive approved photos and videos in WeShare; and produce promotional content for U-Report polls to encourage participation. Outputs will be planned around UNICEF priorities and agreed national/global moments, with attention to quality, accessibility, child safeguarding and timely delivery. The assignment is limited to the measurable outputs set out below.

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Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Annual content planning and platform readiness	**Deliverable 1** Submit a January content pack for X, Instagram and YouTube aligned with approved child-rights priorities; prepare an annual observance-day content planner and platformspecific formats; deliver one multimedia asset inventory and WeShare archiving update. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for Ureport poll as per the officewide priority.	31 January 2027
Safer internet and language rights	**Deliverable 2** Develop and submit social media and multimedia packs for Safer Internet Day, World Day of Social Justice and International Mother Language Day; adapt approved content for X, Instagram and YouTube; archive final assets and provide a short completion log. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority.	28 February 2027
Girls' rights, health and safe water	**Deliverable 3**, Develop multimedia and social content for International	31 March 2027

	Women's Day, World Measles Day, World Water Day and Bangladesh Independence Day; coordinate programme inputs and approvals; deliver platform-ready files and an updated WeShare archive. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority	
Climate, immunization and digital inclusion	**Deliverable 4** Produce tailored visual and video content for Earth Day, World Immunization Week and Girls in ICT Day; coordinate source materials and captions with programme colleagues; submit approved platform packs and organized source/final assets. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority	30 April 2027
Mental health and adolescent wellbeing	**Deliverable 5** Deliver platform-specific social content for Mental Health Action Day, Menstrual Hygiene Day and National Safe Motherhood Day; prepare at least one short video or multimedia adaptation and accompanying captions; complete content handover and archiving. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate	31 May 2027

	content with young people for U-report poll as per officewide priority.	
Parenting, play, environment and protection (	**Deliverable 6** Produce a June thematic content pack covering Parenting Month, Global Day of Parents, World Environment Day, International Day of Play, World Day against Child Labour; deliver edited visuals/videos and approved social copy for the three platforms. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority.	30 June 2027
Youth skills and UReport engagement	**Deliverable 7** Produce a youth-focused multimedia pack for World Youth Skills Day; develop a dedicated U-Report poll promotion pack with approved key messages, social graphics or short video and platform-specific captions; submit publication-ready assets and archive records. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority.	31 July 2027

Breastfeeding, youth and humanitarian action	**Deliverable 8** Produce coordinated content packs for World Breastfeeding Week, International Youth Day, adapt field and programme materials into platform-ready posts and short-form video; archive approved assets. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority	31 August 2027
Clean air and climate action	**Deliverable 9** Develop content for Ending Violence; prepare an issue-based visual or video package using approved programme information; deliver X, Instagram and YouTube adaptations and updated asset metadata in WeShare. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority.	30 September 2027
Girls, education, mental health and hygiene	**Deliverable 10** Produce a multi-theme content pack for Birth Registration Day, World Mental Health Day, International Day of the Girl, International Day for Disaster Risk Reduction and Global Handwashing Day; submit	31 October 2027

	approved multimedia adaptations and final files. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority.	
Child rights, health and protection	**Deliverable 11** Produce social and multimedia packs for World Pneumonia Day, World Prematurity Day, World Toilet Day, World Children's Day and the International Day for the Elimination of Violence against Women; prepare assets supporting the start of the 16 Days of Activism, excluding reportlaunch activities. Provide a brief monthly deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority**.**	30 November 2027
Inclusion, human rights and year-end asset handover	**Deliverable 12** Prepare social media posts for, International Day of Persons with Disabilities, Bangladesh Victory Day and International Migrants Day; support the conclusion of the 16 Days of Activism; submit a year-end WeShare archive and multimedia handover index. Provide a brief monthly	31 December 2027

	deliverable completion note with links or copies of approved outputs. Produce and cocreate content with young people for U-report poll as per the officewide priority.	

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 communications, Journalism, Media, Marketing, English, Social Sciences or related field

Work Experience: at least 4 years in digital communication, social media, multimedia production or related work.

Skills: Platform-specific content production for X, Instagram, TikTok and YouTube; short-form video editing; scriptwriting and copy editing; digital asset organization; coordination and clearance; understanding of child-safe and accessible content. Experience with Rapid Pro.

Language Requirements: Excellent written and spoken Bangla and English.

Desirables: UNICEF/child rights experience; familiarity with WeShare and U-Report; field production coordination. Demonstrated capability in utilizing AIdriven tools for ethical content adaptation, and the detection of misinformation, while strictly adhering to child safeguarding and data privacy standards.