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TERMS OF REFERENCE

Digital Communication Consultant – Faith-aligned Content Creator Engagement

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	Rome, Italy (remote)
DURATION OF CONTRACT	10 months

Purpose of Assignment

The purpose of the assignment is to implement the delivery of UNICEF's new initiative engaging faith- and values-aligned content creators as credible digital storytellers on maternal, newborn and child survival. The consultant will map and identify creators, design and deliver co-creation workshops and programme visits, manage content creator engagement and community-building, and monitor implementation of the initiative, including regular donor reporting.

Scope of Work

The Digital Engagement and Storytelling section within the Division of Global Communication and Advocacy (DGCA) builds understanding, strengthens trust and inspires action for children's rights through inclusive, authentic storytelling and meaningful engagement with UNICEF's key audiences and stakeholders. The section brings together multimedia and multilingual content (Arabic, English, French and Spanish), UNICEF's global social media channels, digital marketing and distribution, and audience insights to connect UNICEF's priorities with people's everyday lives, reach younger and more diverse audiences, and ensure that children, families and communities participate in how their stories are told. It also develops guidance and provides support to country and regional offices on inclusive storytelling, ethical imagery, safeguarding, the responsible use of AI, social media best practices, and working with content creators and influencers.

UNICEF is launching a new initiative to inform, educate and engage public audiences on maternal, newborn and child survival by working with faith- and values-aligned content creators as credible digital storytellers. The initiative aims to build a new a model for long-term engagement rather than one-off or transactional collaborations, it focuses on co-creation, ethical engagement and sustained relationship-building with creators who reach faith-aligned and broader values-led audiences, particularly in European and Gulf/Middle East countries and their connected global communities. This work will be closely aligned to existing work in the content creator and influencer space in DGCA and will be grounded in UNICEF's Inclusive Storytelling approach (child rights, dignity, agency and participation). UNICEF DGCA seeks an experienced digital communication specialist who will be responsible for a mapping exercise and will work with the Inclusive Storytelling technical lead to organize and facilitate in country workshops and facilitate programme visits. The role will work with participant offices / stakeholders to design and manage content creators engagement throughout the period and will develop a brief outcomes document and sustainability plan. This role is also responsible for monitoring implementation of the initiative, regular reporting, and working with the grant manager on donor engagements.

How can you make a difference?

The consultant will undertake the mapping exercise to identify faith- and values-aligned content creators and UNICEF ambassadors, as well as relevant external stakeholders such as faith-based organizations, creator networks, local production partners and community organizations. The mapping will look beyond follower numbers to assess authentic engagement, trust, audience relevance, values alignment, ethical and safeguarding considerations,

language reach, content quality and potential for long-term engagement. It will include a youth lens (creators aged 18–24 and creators who reach young audiences), define priority audience segments, creator typologies, risks and opportunities, and shape the overall engagement model.

The consultant will support the organization and development of at least two co-creation workshops which will be facilitated by the inclusive storytelling lead and other relevant stakeholders. The role will also organize and develop two programme visits with selected creators. Programme visits will include skill-sharing elements, and will enable creators to gather and develop content ethically, in line with UNICEF standards on consent, safeguarding, inclusion, dignity and accuracy. The consultant will coordinate evidence, access to issue experts, ethical guidance and production support, while creators retain space to shape the creative approach, narrative, language and format for their own audiences.

The consultant will manage content creator engagement throughout the initiative and help build a light but sustained creator community, closely connected to National Committees, Country Offices and Regional Offices and activated around key advocacy and communication moments. The consultant will balance global coordination with local ownership so that the community does not depend on continued HQ management once the initiative ends, and will advise on the role of paid amplification at later stages, with attention to platform, audience, language, safeguarding and brand safety.

The consultant will also be responsible for monitoring implementation of the initiative, including its learning agenda, preparing regular progress reports, and working with the grant manager on donor engagements throughout the project. This includes designing and agreeing metrics and results indicators, tracking outputs and proxy indicators on trust and relationship depth, and documenting lessons to inform a sustainable model for engaging faith-aligned and values-aligned creators.

Expected results

1. A mapped and vetted pool of faith- and values-aligned content creators, with defined audience segments, creator typologies, risks and an engagement model, from which a network of 12-15 creators who can communicate authentically on maternal, newborn and child survival is built.
2. At least two co-creation workshops and two programme visits delivered, strengthening creators' knowledge of maternal, newborn and child survival and their confidence in ethical, inclusive storytelling, and resulting in locally developed content.
3. 12-15 sustained relationships with faith-aligned creators and a light creator community connected to National Committees, Country Offices and Regional Offices, with creators supporting key communication and advocacy moments.
4. Effective monitoring, learning and reporting that show what works in values-led creator engagement and inform a sustainable model for future engagement.

Deliverables

1. Mapping report and engagement model (Stage 1: Exploration)

1.1. Mapping methodology and workplan developed with National Committees, Country and Regional Offices, and faith, partnerships and child survival colleagues, with clear selection criteria (trust, authentic engagement, audience relevance, values alignment, ethical and safeguarding alignment, language reach, content quality and long-term engagement potential). At least 10 pages.

1.2. Mapping report and shortlist of faith- and values-aligned creators and UNICEF ambassadors, and relevant external stakeholders (faith-based organizations, creator networks, local production partners, community organizations), across priority markets (European and Gulf/Middle East countries and connected global communities). The report will include a youth lens (creators aged 18–24 and creators who reach young audiences), priority audience segments, creator typologies, and links to other UNICEF initiatives. This includes an engagement model and risk mitigation plan, including due diligence and vetting of shortlisted creators in line with UNICEF

ethical and safeguarding guidelines, and measures of success refined with the donor. At least 15 pages).

2. Co-creation workshops, programme visits and content development (Stage 2)

2.1. Organize, design at least two co-creation in person workshops (2 days) for up to 6 selected creators (per workshop). Each workshop will include a substantive inclusive storytelling component which will be facilitated largely by the Inclusive Storytelling technical specialist and will include segments from other relevant stakeholders and participant country offices, informed by the mapping and creators' learning needs, and combining inclusive storytelling, child survival evidence, ethical and local-language content creation and relationship-building.

2.2. Design and facilitate two programme visits for creators (maximum 6 per visit) in maternal and child survival priority countries, in collaboration with country offices, with skill-sharing and co-creation elements (not standalone trips). Includes logistics, inclusive, safeguarding and consent arrangements and a post-visit report.

2.3. Facilitation for creators to develop and publish at least 6 pieces of relevant content (e.g. video, interviews, explainers, photo stories, podcasts) per visit through their own channels, UNICEF platforms or jointly, with distribution coordinated with relevant offices, and expectations for sharing data and insights agreed with each creator at the outset.

3. Content creator engagement and community building

3.1. Engagement with the network of 12-15 faith- and values-aligned creators, from onboarding through post-workshop and post-visit follow-up, with a consistent UNICEF point of contact. This includes setting up a light but sustained creator community with National Committees, Country Offices and Regional Offices, connecting creators to key communication and advocacy moments, and monitoring creator outputs and post-workshop and post-visit engagement, including formal collaborations with UNICEF offices and creator-led activities with their communities. At least 10 weekly meetings throughout the project.

3.2. Recommendations document (at least 2 pages) on a paid amplification approach for priority content (platform, audience, language, safeguarding and brand safety) and a short note on how UNICEF offices can sustain the community after the initiative ends.

4. Monitoring, learning and reporting (throughout)

4.1. A monitoring and learning framework (metrics and results indicators, creator baseline assessment, post-workshop and post-visit surveys and a follow-up assessment), with implementation monitored throughout, and outputs and outcomes tracked and analyzed (volume, quality and scale of creator content and engagement, and proxy indicators on depth of relationships and trust). At least 10 pages.

4.2. At least 4 progress reports (at least 3 pages) and accompanying presentations and briefings, including a summary of content produced, reach, and results from engagements both qualitative and quantitative.

4.3. Case study report on the content creator engagement journey: a designed, partner-accessible lessons learned document to accompany the final report. Due 29 October 2027.

4.4. A final learning report (at least 10 pages) documenting lessons and a sustainable model for long-term engagement with faith- and values-aligned creators, including which engagement models, formats and audiences.

Reporting requirements

Report to the supervisor and the grant manager on progress, risks and outcomes of the mapping, workshops, programme visits and creator engagement, and provide inputs to donor reports in line with the grant agreement reporting schedule.

Work Assignments Overview	Deliverables/Outputs	Delivery deadline to complete the deliverable
Del 1) Mapping report and engagement model (Stage 1: Exploration)	1.1 Mapping methodology and workplan (at least 10 pages). 1.2 Mapping report and shortlist of creators (at least 15 pages), including youth lens, audience segments, creator typologies, engagement model and risk mitigation plan, with vetting of shortlisted creators.	31 Jan 2027 – 20-25 days
Del 2) Co-creation workshops, programme visits and content development (Stage 2)	2.1 At least two in-person co-creation workshops (2 days each, up to 6 creators per workshop). 2.2 Two programme visits (up to 12 creators, 6 per visit) with a post-visit report. 2.3 Facilitation for creators to develop and publish at least 6 pieces of content per visit. Estimated travel to two countries for the in-country workshops and programme visits.	31 May 2027 – 20-25 days
Del 3) Content creator engagement and community building (Stage 3)	3.1 Engagement with the network of 12 creators, creator community with National Committees, Country and Regional Offices, and monitoring of creator outputs (at least 10 meetings weekly throughout the project). 3.2 Paid amplification recommendations document (at least 2 pages) and sustainability note.	30 Sept 2027 – 20-25 days
Del 4) Monitoring, learning and reporting (throughout)	4.1 Monitoring and learning framework, with output and outcome tracking (at least 10 pages). 4.2 At least 4 progress reports (at least 3 pages each), with accompanying presentations (est 3)and briefings (est 3) each. 4.3 Case study report (5 pages) on content creator engagement journey (designed, partner-accessible lessons learned document accompanying the final report). 4.4 Final narrative report (at least 10 pages). 4.5 Final learning report (at least 10 pages) and sustainable engagement model.	Throughout; case study report 31 October 2027 – 20-25 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:
    - An advanced university degree in one of the following fields is required: Communications, Digital Media, Marketing, Journalism, International Development, the humanities, or another relevant field.
    - Alternatively, a first level University Degree in a relevant field combined with (2) additional years of qualifying professional experience may be accepted in lieu of the advanced university degree.
- Work Experience:
    - A minimum of five years of relevant professional experience in digital communications, content production and/or digital partnerships is required.
    - Demonstrated experience managing relationships and partnerships with content creators, influencers or community and faith-based communicators is required.
    - Experience designing and facilitating workshops, co-creation processes and/or programme or study visits using collaborative and participatory approaches is required.
    - Experience in project management, monitoring and learning, and donor reporting is required.
    - Knowledge of Inclusive Storytelling, child rights, and ethical and safeguarding standards in content creation is required.
- Language requirement:
    - Fluency in English is required.
    - Knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or of a language relevant to the priority markets is an asset.

Desirables:

- Experience in the NGO sector and/or UN is an asset.
- Understanding of faith-based engagement in European and Gulf/Middle East contexts, and of maternal, newborn and child survival and health issues, is an asset.