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TERMS OF REFERENCE

National Communication Consultant, Branding and Advocacy Facilitator

CONTRACT MODALITY	Individual Consultancy
DUTY STATION	**Windhoek, Namibia, Remote**
DURATION OF CONTRACT	**13.27 months**

Purpose of Assignment

The purpose of this consultancy is to engage a Communication, Branding and Advocacy Consultant to design and deliver the communication, visual identity, media relations and advocacy portfolio for the 10th Africa Nutrition Conference (ANC X 2026). The conference will take place in Windhoek, Namibia, from 29 November to 04 December 2026 under the theme "Ending all forms of Hunger and Malnutrition in Africa: From Evidence to Impact." It is hosted by the African Nutrition Society, the Nutritionists Association of Namibia, the Namibia University of Science and Technology and UNICEF.

The consultancy will maximise the regional and international visibility of the conference, translate scientific evidence into clear advocacy messages, and establish a cohesive visual and digital presence. It is a temporary, output-based assignment with defined deliverables to be completed within a specified period.

It is against this background that a Communication and Advocacy Consultant/team is sought to maximise regional and international visibility, translate scientific data into advocacy messaging, and deliver a comprehensive visual and digital presence for the conference.

Objectives and Scope of Work

The consultant will manage communication, conference branding, media relations, protocol, and public advocacy portfolio. The scope of work includes full high-level event direction, visual identity development, speech writing, and multimedia production:

- Conference Branding Package: Oversee the design and establish a cohesive visual identity for ANC X 2026. This includes conference logos, colour palettes, typography, letterheads, presentation templates (PowerPoint), name badges, certificates, backdrop banners, pull-up banners, and programme booklet layouts.
- Official Opening Direction & Protocol: Act as the Director of Ceremonies or Lead Stage Director for the High-Level Official Opening Ceremony on 30 November 2026. This includes developing the detailed Master of Ceremonies (MC) script, managing VIP protocol flow (for government dignitaries, ministers, and international heads of agencies), coordinating stage cues with the technical/AV team, and managing the precise timing of the opening segment.
- High-Level Speech Writing: Research, draft, and finalize keynote addresses, welcoming remarks, and opening speeches for the main speakers, including organisational presidents, host-ministry representatives, and high-level dignitaries. Speeches must seamlessly blend political commitment with the technical imperatives of the conference's six thematic tracks.
- Social Media Pack: Create a comprehensive digital toolkit containing pre-designed templates/infographics for LinkedIn, X (formerly Twitter), Facebook, and Instagram. This includes speaker announcement cards, abstract highlight graphics, countdown assets, daily quote cards, and thematic track banners.
- Multimedia Production (Conference Video): Conceptualise, script, film, and edit a high-quality 3-minute highlight video capturing the essence of the conference. The video must seamlessly integrate event highlights, key stakeholder quotes, and at least one compelling human-interest story showcasing the grassroots impact of nutritional interventions in Namibia.

- Media Relations & Public Advocacy: Elevate conference tracks through targeted press releases, media kits, regional journalist networks, and on-site press coordination in Windhoek.
- Production and handover: Submit an asset schedule listing each item, quantity, dimensions, material, location and approval status, together with editable source files, print-ready artwork and screen-ready exports. Obtain organiser approval of artwork proofs before production. Agree responsibility for printing, fabrication, transport, installation and removal, and identify these costs separately in the financial proposal.

Key Deliverables, Timeline, and Financials

The consultancy will commence following contract award and conclude by 31 December 2026, with an indicative level of effort of approximately 40 working days, subject to an agreed and feasible work plan.

- The milestones below must be confirmed at contracting, taking account of the application deadline of 13 November 2026.
- Payments will be made upon submission and written acceptance of each deliverable by the designated conference focal point.
- Printing, fabrication, transport, installation and removal responsibilities and costs will be agreed separately in the contract.

Deliverable 1: Inception Report, Visual Identity, Speech Drafts & Video Concept

- Inception report setting out the methodology, detailed work plan, and communication/advocacy approach aligned with the six thematic tracks.
- Complete conference visual identity guide and initial template suite covering logos, colour palette, typography, letterheads, PowerPoint presentations, name badges, certificates, stage backdrops, pull-up banners and programme booklet layouts.
- Proposed conference video concept, human-interest story approach, filming plan and outline script for the 3-minute highlight video.

Deliverable 2: Final Branding Assets, Social Media Pack, Speeches & Official Opening Run-of-Play

- First drafts of keynote addresses, welcoming remarks and opening speeches for the agreed high-level speakers, linking political commitments to the six thematic tracks.
- Approved, production-ready branding assets for every item in the agreed asset schedule, supplied as editable source files, print-ready artwork and screen-ready exports, artwork proofs and production responsibilities confirmed before production.
- Launch-ready social media toolkit containing at least 20 editable templates and track-specific graphics for LinkedIn, X, Facebook and Instagram, including speaker announcement cards, countdown assets, daily quote cards and thematic-track banners; accompanied by a posting schedule.
- Pre-conference press releases, media kit, targeted regional journalist/contact lists and media advisories, with a record of distribution and arrangements for on-site press coordination.
- Approved video script for the conference highlight video/human-interest filming schedule and agreed technical delivery formats for the 3-minute.

Deliverable 3: Live Ceremony Direction, Coverage & Video Production

- Final approved keynote addresses, welcoming remarks and opening speeches for all agreed high-level speakers on 28 November
- On-site direction of the Official Opening Ceremony on 30 November 2026 in the agreed Director of Ceremonies or Lead Stage Director role, VIP protocol, stage cues and timings in coordination with the technical/AV team.
- On-site media and press coordination throughout the conference, including journalist liaison, daily press briefs

and coverage tracking.
- Real-time social media management using the approved toolkit, including daily quote cards, thematic-track content and a record of published posts.
- Filming of conference highlights, key stakeholder interviews/quotes and at least one human-interest story demonstrating the grassroots impact of nutrition interventions in Namibia, with organised raw footage for the final video.
- Event implementation summary documenting ceremony delivery, media activity, social media coverage and video material acquired.

Deliverable 4: Final Advocacy Brief, 3-Minute Highlight Video & Complete Handover
- Fully edited 3-minute broadcast-quality conference highlight video, delivered as a 16:9 HD 1080 final master and web-optimised exports for the agreed social media platforms. The video must integrate event highlights, key stakeholder quotes and at least one human-interest narrative showing the grassroots impact of nutrition interventions in Namibia.
- Final advocacy and policy recommendation brief translating conference evidence and outcomes across the six thematic tracks into clear public advocacy messages and actionable recommendations for organiser approval.
- Complete handover of the final branding asset schedule, editable design/template files, print-ready artwork, screen-ready exports, approved speeches, social media toolkit and video footage/files in the agreed formats.
- Completion report recording delivery against the approved work plan, outstanding issues, lessons learned and confirmation of organiser review and acceptance.

Work Assignments Overview	**Deliverables/Outputs**	**Delivery deadline to complete the deliverable**
Deliverable 1: Inception Report, Visual Identity, Speech Drafts & Video Concept Preparation phase: agree the work plan and approach, develop the conference visual identity, draft speeches for high-level speakers and propose the video concept. Linked to 25% of total payment.	• Inception report setting out the methodology, detailed work plan, and communication/advocacy approach aligned with the six thematic tracks. • Complete conference visual identity guide and initial template suite covering logos, colour palette, typography, letterheads, PowerPoint presentations, name badges, certificates, stage backdrops, pull-up banners and programme booklet layouts. • Proposed conference video concept, human-interest story approach, filming plan and outline script for the 3-minute highlight video.	28 November 2026

Deliverable 2: Final Branding Assets, Social Media Pack, Speeches & Official Opening Run-of-Play Production phase: finalise and approve all branding assets, launch the social media toolkit, finalise speeches, issue pre-conference media materials and approve the video script. Linked to 25% of total payment.	• First drafts of keynote addresses, welcoming remarks and opening speeches for the agreed high-level speakers, linking political commitments to the six thematic tracks. • Approved, production-ready branding assets for every item in the agreed asset schedule, supplied as editable source files, print-ready artwork and screen-ready exports, artwork proofs and production responsibilities confirmed before production. • Launch-ready social media toolkit containing at least 20 editable templates and track-specific graphics for LinkedIn, X, Facebook and Instagram, including speaker announcement cards, countdown assets, daily quote cards and thematic-track banners; accompanied by a posting schedule. • Pre-conference press releases, media kit, targeted regional journalist/contact lists and media advisories, with a record of distribution and arrangements for on-site press coordination. • Approved video script for the conference highlight video/human-interest filming schedule and agreed	2 December 2026

	technical delivery formats for the 3-minute.	
Deliverable 3: Live Ceremony Direction, Coverage & Video Production Live event phase: direct the Official Opening Ceremony, coordinate media and social media, and film conference highlights, interviews and human-interest content. Linked to 25% of total payment.	• On-site direction of the Official Opening Ceremony on 30 November 2026 (Director of Ceremonies or Lead Stage Director), covering VIP protocol, stage cues and timings with the technical/AV team. • On-site media and press coordination throughout the conference: journalist liaison, daily press briefs and coverage tracking. • Real-time social media management using the approved toolkit, with daily quote cards, thematic-track content and a record of published posts. • Filming of conference highlights, stakeholder interviews/quotes and at least one human-interest story on the grassroots impact of nutrition interventions in Namibia, with organized raw footage. • Event implementation summary covering ceremony delivery, media activity, social media coverage and video material acquired.	5 December 2026
Deliverable 4: Final Report and Advocacy Brief, 3-Minute Highlight Video & Complete Handover Closure phase: deliver the final report including highlight video and advocacy brief, hand over all assets and complete the	• Fully edited 3-minute broadcast-quality highlight video (16:9 HD 1080 master plus web-optimised exports), integrating event highlights, stakeholder quotes and at least one human-interest narrative.	31 December 2026

assignment report. Linked to 25% of total payment.	• Final advocacy and policy recommendation brief/communique translating evidence and outcomes across the six thematic tracks into public advocacy messages and actionable recommendations, for organizer approval. • Complete handover of the final asset schedule, editable design/template files, print-ready artwork, screen-ready exports, approved speeches, social media toolkit and video footage/files. • Completion report on delivery against the approved work plan, outstanding issues, lessons learned and confirmation of organizer acceptance.	

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:

- University degree in Communications, Graphic Design, Journalism, Public Health, social sciences or a related field.
- Experience in Speech writing, VIP protocol and Director of ceremonities; Strong writing skills in translating scientific evidence into accessible advocacy messages and posses own professional video production equipment/crew.

Work Experience:

- At least 8 years of relevant experience in high-level Communication, advocacy, conference branding, Public Health and multimedia production for international conferences in Africa.
- Experience in hosting local international conferences for the UN, SADC or southern Africa will be an added advantage.
- Experience working with UNICEF, UN agencies or other international development organisations would be an advantage.
- Strong coordination, communication, analytical and report-writing skills.

Knowledge/Expertise/Skills:

- An advanced university degree in Communications, Graphic Design, Journalism, Public Health, Social Science or a related field.
- The consultant/team must demonstrate executive speech writing, VIP protocol and Director of Ceremonies/Lead Stage Director experience appropriate to the scope of work.
- Applicant must also demonstrate strong skills in translating scientific evidence into accessible advocacy messages and possess his/her own professional video production equipment. or crew.

Language Requirements:

- Fluent in English. Local languages is an asset

Desirables:

- Proposals must identify the personnel responsible for branding, speech writing, ceremony direction, media/social media management and video production.