unicef | for every child

# TERMS OF REFERENCE

## Consultancy for supporting digital communication for UNICEF Uzbekistan CO

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| **CONTRACT MODALITY** | Individual Consultancy |
| **DUTY STATION** | **Tashkent, Uzbekistan & Home based** *(Consultant works online using his/her own equipment. However, can come to the office to attend the meetings and activities upon request and when needed.)* |
| **DURATION OF CONTRACT** | 1 year |

### Purpose of Assignment

Internet and social media are increasingly becoming part of the lives of Uzbekistan's residents, influencing their worldviews, behavioral changes, and decision-making.

According to DataReportal, in late 2025, a total of 33.9 million cellular mobile connections were active in Uzbekistan, with this figure equivalent to 91.1 percent of the total population.

The number of social media users in October 2025 was 14.1 million equating to 37.9 percent of the total population. Only the number of Instagram users was 14.1 million people, 52.6 percent of the adults aged 18 and above. Instagram's potential ad reach in Uzbekistan increased by 4.15 million (+41.7 percent) between October 2024 and October 2025.

Considering importance of online publications and public discourse in social media, contracting individual consultant on digital communication - social media engagement and website management for UNICEF Uzbekistan Country Office – is needed to increase awareness raising on children's issues, provide visibility to the joint programmes of UNICEF and Government of Uzbekistan as well as ensure donor organizations' visibility.

The objective is to promote awareness, understanding, support and respect for children's and women's rights through the digital platforms of UNICEF Uzbekistan. The consultant leads audience-focused online strategies that promote children's rights, drive public advocacy, and support local and global fundraising.

For the implementation of the above activities, UNICEF is seeking the services of a local consultant to plan, create, and manage online content to build a positive public image and engage target audiences across digital channels of the UNICEF Uzbekistan Country Office.

### Scope of Work

Under the direct supervision of Communication Officer and guidance by the Chief of Communication, the Digital Communication Consultant provides technical support in delivering effective digital outreach, manages the organization's online presence and runs digital marketing.

The consultant is accountable for creating and managing content across social media channels, monitoring performance, and contributing to the design and implementation of digital communication campaigns targeting diverse stakeholders.

The national consultant will:

Make weekly plans for social media platforms (Facebook, Instagram, X, Telegram, YouTube?) of UNICEF Uzbekistan

and create high-quality and relevant content in Uzbek, English and Russian. On some platforms (YouTube, LinkedIn, Yammer), the consultant will develop and post content on a need basis.

Contribute to content development for digital communication campaigns based on office priorities.

Explore new digital tendencies and formats, bringing innovative approaches to the digital channels to increase reach and engagement.

Share the calendar of events at the beginning of the year and keep track of all the international and national days for development and posting contents.

Observe and recommend using evolving trends in social media to Communication Section with the perspective of attracting more followers and visitors.

Analyze and report on large thematic social media/digital campaigns at request.

Provide quarterly and annual analytical reports/statistics of UNICEF's social media platforms, particularly about reach and engagement. Based on that, makes proposals to improve performance of publications.

As the current website of UNICEF Uzbekistan is on Drupal web platform, the consultant is expected to complete the online training modules for Drupal content management system, provided by UNICEF Headquarters, to be able to post stories and other important content on website.

Regularly update UNICEF website creating new pages as needed and publishing articles, web stories, press releases, announcements, and updating the homepage as needed.

Provide quarterly and annual analytical reports/statistics of UNICEF Uzbekistan's website, including total number of visitors, unique and returning visitors. Based on that, make proposals to improve performance of the website.

- Create a database which consists of all social media posts and website publications in chronological order.
- Maintain photo and video library of the organization creating respective folders with quality photos and video spots in chronological order.
- In coordination with the programme and operations staff, travel to the project sites to create content for the website and social media platforms.
- Participate in the UNICEF events, when needed, to ensure online media coverage.
- Liaise with UNICEF Headquarters to ensure that all technical snags related to website content are resolved.
- Perform other communication and content duties as required and agreed upon with the supervisor.
- Through 2027, in coordination with the programme staff, develop and publish content on UNICEF@80 activities.

| **Work Assignments Overview** | **Deliverables/Outputs** | **Delivery deadline to complete the deliverable** |
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| Make 51 weekly plans for social media platforms (Facebook, Instagram, X, Telegram, and YouTube) of the organization and create high-quality and relevant content in Uzbek, English and Russian and make respective posts. | Social media posts according to the weekly plans including multimedia materials. | 31 December 2027. |

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| (One day in the week, i.e. Sunday beginning from 02 January 2027 until) | | |
| Update the website and solve technical problems with its maintenance as needed. | The website is functional and updated on regular basis. | 31 December 2027. |
| Update photo and video library of the UNICEF Uzbekistan Country Office 48 times. (Every 7-10 days (depending on the receiving of new photographs) | Photo and video library updated on regular basis and materials are available for office use. | 31 December 2027. |
| Provide 4 quarterly analytical reports of UNICEF Uzbekistan's digital platforms and make proposals to improve performance of the website. | Quarterly reports on the statistics re the website and digital platforms performance. | 31 December 2027 |
| Provide one annual report on statistics to evaluate the performance of both social media platforms and the website. | Annual report on the statistics re the website and digital platforms performance. | 15 December 2027 |
| Create content for the website | Collect articles, stories and photos from field/project sites where interventions of WASH, ECD, MCH, CP are ongoing. | 31 December 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**:
    - Bachelor's degree in digital marketing, communication, social sciences.
- **Work Experience:**
    - Minimum of 3 years of relevant experience in social media marketing, digital communication.
- **Language Requirements:**
    - Fluency in Uzbek, knowledge of English and Russian is required
- **Knowledge/Expertise/Skills:**
    - Minimum of 3 years' expertise in social media marketing, design and conducting digital communication campaigns, maintaining corporate websites, creating statistics on performance of digital platforms and analytical reports.
    - Skills in video production, photography and graphic design are an asset.
- **Desirables:**
    - Work experience at UN agencies is an asset.

- Familiarity with Drupal web platform is an asset.