

TERMS OF REFERENCE
CONSULTANT
YOUTH ENGAGEMENT AND U-REPORT MANAGEMENT SUPPORT, UNICEF VIETNAM

Summary

Title	Consultancy to support mobilization of new U-Reporters, management of U-Report social media and data platforms and promote youth engagement.
Purpose	To recruit a consultant to provide support for U-Report platforms management and youth engagement.
Expected funds	
Location	Home-based with work visits to UNICEF office in Hanoi
Duration	5 months
Start Date	August 12
Reporting to	Social and Behaviour Change Officer
WBS/PBA Expiry Date	WBS 5200/A0/06/880/004 SC180322
Project and activity codes	Communication and Advocacy Plan 2022

Organizational Context

The UNICEF Viet Nam Country Programme for 2017-2021, aligned with the UNICEF Strategic Plan 2014-2017, prioritizes support for the achievement of selected national socio-economic development plan (SEDP) outcomes which are correlated to the UN Sustainable Development Goals (SDGs) and targets. It also complements the One Strategic Plan between the Government and UN system agencies with a delivering-as-one approach. With equity as the fundamental principle and adolescents and young people as a prioritised group for participation and development from a rights-based approach, youth voices in setting the agenda for interventions and advocacy have been identified as one of the key priorities for the rest of the country programme in Viet Nam.

In 2016, UNICEF Viet Nam joined **U-Report**, a UNICEF global technology-based initiative to provide real-time interaction with children and adolescents across the globe and a youth engagement platform that amplifies the voice of children and young people to help bring about positive social change. Since its first launch in Uganda in 2011, U-Report has brought about law changes, supported peace processes, combatted cyber bullying and taken the voices of youth to high-level forums on migration, HIV, SDGs and much more.

Available in 66 UNICEF country offices, **U-Report** empowers adolescents and young people on **issues affecting them by gathering their digital and instant feedback** from community to national level. At the same time, through such a tool, data are collected and disseminated to bring adolescents and governments closer. With 7.5 million U-Reporters, U-Report is not just a platform to send out regular polls, aggregate the results and use them to advocate for

change. That's a central component of U-Report, but the beauty of U-Report is that it is used in a different way in each of the ever-growing number of countries. In many countries, U-Report also helps promote **innovative partnerships** through collaboration with technological portals. The most popular interfaces for U-Report access across countries are SMS, Facebook and other applications such as Viber and What's App etc...

U-Report Viet Nam

In Viet Nam, U-Report is a web and social media-based platform designed to empower young people to speak out on issues that they experience in their communities, at home and in school, encouraging citizen-led development and creating positive changes. Youth voices collected from U-Report are mainly used to inform UNICEF designs of programs and interventions, its advocacy priorities to the Government and as evidence to support UNICEF strategies in the country.

The intended target group of U-Report is children and adolescents aged 13-24¹ although polls will be undertaken with specific age groups depending on specific purposes of policy advocacy. This is a critical period of transition from the dependence of childhood to adulthood's independence.

The current prioritized objectives given to **U-Report Viet Nam social outreach and youth engagement** include **(1) conduction of regular and event-based U Report polls** to explore Vietnamese youths' opinions and concerns related to their rights and living environments; **(2) targeting an increase of outreach to young people** across the country through mobilization of new U-Reporters (currently at 8,300 members), particularly male participants aged between 13-24 years old as the current data shows that only 33% of the U-Reporters are boys and young men; **(3)** through the existing platforms (currently on Facebook, Messenger, website portals and face-to-face recruitment events with children and adolescents in school and community), promote youth engagement and participation in U-Report through establishment of physical and virtual community-based youth networks, in school and in community to promote social changes and youth participation in awareness raising and advocacy events; **(4)** empower young people through youth-led innovative and creativity initiatives using U-Report as a channel and platform for gathering and promotion; and **(5)** explore new and innovative technological platforms to expand the outreach of U-Report in Viet Nam (Viber, Zalo etc...) and collaboration with U-Report in other country offices for networking and resource exchanges.

Purpose of the consultancy

Since U-Report is an office-wide UNICEF initiative with participation of different sections and technical staff, U-Report outreach management and youth engagement is housed under Communications Section. Under the direct supervision of the Social and Behaviour Change Communication Officer, in collaboration with the UNV and with overall guidance of the Chief of Communications, the consultant will provide day-to-day support to the continued rollout

¹ The standard of minimum age for Facebooks is applied here (above 13 and above)

of the U-Report, particularly the web and social media-based interventions. This includes management (feeding, maintaining, responding, updating) of U-Report technological/communication platforms of Rapid Pro, U-Report website, U-Report Facebook/Messenger, U-Report social media campaigns as well as selected face-to-face consultations with young people. The consultant is also expected to deliver interventions in achieving the 05 mentioned objectives. Provided description of tasks are as follows:

1. U-Report technical platforms are well managed to meet U-Report international standards

- Support the conduction of U-Report regular polls on Rapid Pro system by creating, conducting and analysing the flow of responses to U-Report regular and theme-based polls. Results are to be collated in required formats, timely reported for sharing with UNICEF programme sections, U Report HQ and related partners as part of the office-wide policy advocacy and promotion of child and youth participation and fed back to U-Reporters and those related.
- Support the management of U-Report digital platforms including U-Report Viet Nam website, U-Report Facebook and Messenger and technical issues related to U-Report on Rapid Pro.
- Daily development of creative and interactive visual contents in Vietnamese and English, including Facebook posts, messages, materials featuring themes relating to child rights and emerging issues.
- Support development and implementation of a U-Report outreach and youth engagement Strategy.
- Generate monthly reports on U-Report outreach with analysis of strengths and limitations and recommendations and other reports upon requests.
- In consultation with the supervisor, provide responses and correspondences to U-Reporters' concerns and issues.
- Support development and implementation of U-Report time-bound social media campaigns as requested.

2. Increased outreach of U-Report and promoted youth engagement and participation

- Develop and execute a creative youth engagement plan on social media and face-to-face platforms to increase outreach of U-Report of 8,300 to a targeted number of 11,000 U- Reporters by end of 2022.
- Monitor and report on the implementation plan.
- Generate virtual and physical U-Report communities (in school, in community, champions, agents of change etc...) with regular monitoring and reporting on growth and numbers.
- Network with other youth-led initiatives (existing ones with UNICEF and new ones as explored) in Viet Nam and explore collaboration with U-Report in other country offices for networking and resource exchanges.
- Empower young people through promotion of youth-led initiatives using U-Report as a channel and platform for gathering and promotion.
- Lead and facilitate face-to-face consultations and recruitment of U-Reporters.
- Support the exploration of new and innovative technological platforms to expand the outreach of U-Report in Viet Nam (Viber, Zalo etc...).
- Support development of U-Report communication materials.

- Assist in the formatting, illustration and production of documents, reports, presentations, and letters related to U-Report.
- Support responses to internal and external requests for U-Report related information when necessary.
- Support logistic arrangements at U-Report related meetings, workshops.

Deliverables

No	Key activities/tasks	Deliverables	Timeline
1	Daily development of creative and interactive visual contents in Vietnamese and English, including Facebook posts, messages, materials featuring themes relating to child rights and emerging issues.	Daily management of platforms and development of creative contents	Aug 12-Dec 31
2	Support the conduction and reporting of U-Report regular polls on Rapid Pro system by and development of monthly reports.	Polls conducted and reported	Aug 12-Dec 31
3	Support development and implementation of a U-Report outreach and youth engagement plan .	Plan implemented	Aug 12- Aug 31
4	Execute creative youth engagement plans on social media and face-to-face platforms to increase the number of U-Reporters	Number of U-Reporters increased Plans developed and executed	
5	Support development and implementation of 01 U-Report time-bound social media campaign	Social media campaigns conducted	Between Aug 12-Dec 31
6	Generate virtual and physical U-Report communities (in school, in community, champions, agents of change etc...)	Networks of U-Reporters are established	Aug 12-Dec 31
7	Network with other youth-led initiatives in Viet Nam and explore collaboration with U-Report in other country offices .	Partnerships are developed and maintained	Aug 12-Dec 31
8	Lead and facilitate face-to-face recruitment of U-Reporters in collaboration with counterparts like MOLISA and Youth Union.	U-Reporters are recruited	Aug 12-Dec 31
10	Support the exploration of new and innovative technological platforms to expand the outreach of U-Report in Viet Nam (Viber, Zalo etc...).	New platforms explored and created	Aug 12-Dec 31

Start date: Aug 12

Duration: Aug 12 to Dec 31

Qualifications:

- Be enrolled in an undergraduate or graduate degree programme in communications, digital communications, public relations or related fields.
- Have excellent academic performance as demonstrated by recent university or institution records.
- Prior experience in social media content development, management of social media campaigns and visual contents.
- Prior experience in youth engagement, particularly on development issues.
 - Strong communication skills both oral and written in English and Vietnamese.
 - At least one year of experience in a youth network or NGO, preferably in the field of youth participation.
 - Up-to-date knowledge of new media and relevant communication skills, relevant computer systems and applications.

Submission of applications

Interested candidates are kindly requested to apply and upload the following documents to the email mdo@unicef.org with the deadline before 11.59 PM, August 8. We encourage people to apply as soon as possible

- a. Letter of interest and confirmation of availability;
- b. Four examples of different communication assets produced by the candidate in the last two years targeting different audiences.
- c. Financial proposal: monthly consultancy fee.
- d. CV