



TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT

DIGITAL COMMUNICATIONS CONSULTANT

TERMS OF REFERENCE: Social Media Consultant	
Hiring Office:	UNFPA/Kyrgyzstan Country Office
Purpose of consultancy:	<p>UNFPA, the United Nations Population Fund, is the United Nations sexual and reproductive health agency. Our mission is to deliver a world where every pregnancy is wanted, every childbirth is safe, and every young person's potential is fulfilled.</p> <p>The United Nations Population Fund (UNFPA) is seeking a dynamic and highly motivated individual to fill the role of Social Media Consultant at its Country Office in Kyrgyzstan. The DIGITAL COMMUNICATIONS Consultant will play a key role in executing social media strategies and digital engagement efforts, contributing to the organization's mission.</p> <p>The role involves the planning, implementation of digital communication strategies, providing expertise in content creation, social media management, audience engagement, and analytics.</p>
Scope of work: (Description of services, activities, or outputs)	<p>Key responsibilities:</p> <p>1. Social Media and Digital Engagement</p> <ul style="list-style-type: none"> ● Develop and manage UNFPA Kyrgyzstan’s social media calendar, ensuring alignment with global and regional priorities. ● Create and publish engaging content (stories, videos, infographics, and social media posts) in Kyrgyz, Russian, and English.

	<ul style="list-style-type: none"> ● Monitor and moderate social media channels, responding to comments, messages, and inquiries in a timely and professional manner. ● Identify emerging digital trends and recommend innovative engagement strategies. ● Ensure consistent messaging and branding across all digital platforms in collaboration with internal teams. ● Coordinate paid media campaigns, including audience targeting and performance tracking. ● Track and analyze social media performance metrics to optimize outreach and engagement. ● Generate and submit monthly digital engagement reports with insights and recommendations for improvement.
	<p>2. Content Production & Visual Storytelling</p> <ul style="list-style-type: none"> ● Produce, edit, and publish high-quality digital content, including videos, graphics, and infographics, to support UNFPA’s strategic communication goals. ● Utilize Canva, Adobe Creative Suite (Photoshop, Premiere Pro, Illustrator), and other tools for content creation. ● Maintain an organized digital asset library to facilitate content management and reuse.
	<p>3. Strategic Digital Campaigns & related Partnerships</p> <ul style="list-style-type: none"> ● Design and execute digital advocacy campaigns, focusing on gender equality, youth empowerment, and reproductive health. ● Identify and collaborate with influencers, partners, and stakeholders to amplify UNFPA Kyrgyzstan’s digital impact. ● Engage with local and international media outlets to enhance digital coverage of UNFPA’s initiatives.
<p>Duration and working schedule:</p>	<p>The assignment is expected to be undertaken during 12 March, 2025 – December 12, 2025 (part-time)</p>

Place where services are to be delivered:	Bishkek, Kyrgyzstan
Delivery dates and how work will be delivered (e.g. electronic, hard copy etc.):	All work-related deliverables will be assigned on a monthly basis and submitted to the UNFPA CO
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	<p>The monitoring of work progress and adherence to the reporting requirements will be conducted by UNFPA CO.</p> <p>1. Social Media and Digital Engagement</p> <ul style="list-style-type: none"> ● Number of scheduled social media posts: At least 12-15 posts (reels, video or text based) per month across all platforms. ● Response time for social media engagement: 80% of messages and comments requiring engagement are responded to within 24 hours. ● Trend analysis and reporting: One social media trend analysis report per month to inform engagement strategies. ● Collaboration with internal teams: At least 2-3 key messages per month aligned with UNFPA Kyrgyzstan’s programmatic priorities upon the clearance of NPA on CI and UNFPA Management . ● Paid media campaigns: At least one paid social media campaign per month with targeted reach and engagement goals. ● Engagement growth: Aim for a 2-5% monthly increase in audience engagement and reach. ● Digital engagement report: One comprehensive performance report per month, analyzing reach, engagement, and impact.
	<p>2. Content Production & Visual Storytelling</p> <ul style="list-style-type: none"> ● Video production: At least 6 reels videos per month. ● Graphic design assets: A minimum of 6-8 visual assets (infographics, banners, carousels) produced monthly. ● Branding adherence: 100% of published content must comply with UNFPA branding and communication guidelines.

	<ul style="list-style-type: none"> ● Digital asset management: Update and categorize at least 20-30 new assets per month for structured content storage. <p>3. Strategic Digital Campaigns & related Partnerships</p> <ul style="list-style-type: none"> ● Campaign implementation: At least one thematic digital campaign every 2-3 months. ● Influencer and partner engagement: Establish partnerships with 1-2 influencers or digital collaborators per month. ● Media coverage: Secure at least 1-2 media mentions or collaborations per month.
Supervisory arrangements:	The Social Media Consultant will report to and work closely with the NPA on Communication and Innovation to ensure effective digital engagement.
Expected travel:	For official travel associated with the assignment if needed, the travel costs (in addition to the consultancy fees stated in the IC Contract) will be processed under UNFPA's Duty Travel policy and procedures
Required expertise, qualifications and competencies, including language requirements:	<p>Education:</p> <ul style="list-style-type: none"> ● Secondary school completion. ● A first University Degree in communication, marketing, media, law, literature, public relations, development studies, international development, or any other relevant university degree is an asset <p>Required Skills and Experience:</p> <ul style="list-style-type: none"> ● Minimum 2 years of working experience in social media, digital marketing, event management and editorial production for an NGO, private companies, publishing outlets and/or international organizations. ● Experience in developing and implementing social media or digital marketing strategies required (portfolio) with the focus on gender equality, girl's empowerment, SRH, family planning or data visualization.

	<ul style="list-style-type: none"> ● Experience in developing and implementing social media or digital marketing strategies required (portfolio) with the focus on gender equality, girls' and youth empowerment, SRH, family planning and data visualization. . ● Proven knowledge and experience working in Photoshop, InDesign and other ADOBE, designing platforms. Skills in design and usage of SMM designing, montage applications. ● Proven experience in video production, including filming, editing, and motion graphics, using tools such as Adobe Premiere Pro, After Effects, CapCut, or DaVinci Resolve. ● Experience in production of short-form video content optimized for social media (Instagram Reels, TikTok, YouTube Shorts) and storytelling-driven formats. ● International experience or participation in cross-regional learning practices. ● Proven experience in misinformation management, digital engagement approaches is a must. ● Ability to meet deadlines and work under pressure. ● Knowledge of social media monitoring technology and can use social media measurement and listening tools required (to be assessed but not scored). <p>Language:</p> <ul style="list-style-type: none"> ● Proven ability to write flawless copy in both Kyrgyz and Russian on tight deadlines is required ● Fluency in English is an asset.
<p>Inputs / services to be provided by UNFPA or implementing partner, if applicable:</p>	<p>UNFPA will provide all necessary support to the consultant as follows:</p> <ul style="list-style-type: none"> ● All required documentations ● UNFPA CO NPA on Communications and Innovation and will provide technical guidance to the Communications Expert. ● Support services, office space, and stationeries where necessary ● Travel costs (in addition to the consultancy fees stated in the IC Contract) under UNFPA's Duty Travel policy and procedures, for official travel associated with the assignment ● E-mail access, which provides access to MyUNFPA portal and iDocs portal <p>The Consultant will:</p>

	<ul style="list-style-type: none"> ● Ensure availability of sufficient internet connection when working from other location ● Ensure availability of necessary equipment and furniture when working from other location
<p>Payment Milestones</p>	<p>The UN level is G-2. The fee monthly rate is around USD 700-800 to be negotiated. Payment will be made by monthly installments upon satisfactory delivery of associated deliverables and upon submission of Progress Report and Certificate of Payment.</p> <p>Assessment will be provided by NPA on Communications</p>
<p>Other relevant information or special conditions, if any:</p>	<ol style="list-style-type: none"> 1. Individual Consultancy Contract will be signed between the consultant and UNFPA Kyrgyzstan CO. 2. Payment of fees should be submitted to Kyrgyzstan CO accompanied by a signed Certificate of Payment Form to expedite the clearance and authorization of payment to the Consultant 3. Without prejudice to any other rights or remedies that UNFPA may have under the Individual Consultancy Contract, UNFPA may withhold any payment to the consultant if the services are not performed in accordance with the TOR until such time that the consultant has remedied such performance. 4. Any changes to the TOR will be subject to consultation between UNFPA and the Consultant. 5. The deliverables and all information pertaining to this project will be treated as UNFPA property. The title right, copyright and other rights of whatsoever nature in any material produced under the provision of the consultancy shall be vested exclusively with UNFPA. The deliverables cannot be sold, used, or reproduced in any manner without the prior written approval of UNFPA. The tools, reports or documents or any part, cannot be sold, used or reproduced in any manner without the prior written approval of UNFPA. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever media without written permission of UNFPA in line with the national and international Copyright Laws applicable. All rights and materials produced remain solely with UNFPA.

Signature of Requesting Officer in Hiring Office:

Date: 14/02/2025