National Consultancy (Contractor C4D), East Jerusalem with travels to Gaza (11 months), State of Palestine

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**Job no:** 498200  
**Work type:** Consultancy  
**Location:** State of Palestine  
**Categories:** Communication / External Relations

**Background**

In Gaza, the seven weeks of hostilities during July and August 2014 resulted in unprecedented levels of casualties (death and injuries) and damage to housing and public infrastructure, causing enormous human suffering; this aggravated the already dire situation that preceded the war in a coastal enclave which has been under closure since 2007. Palestinian children were exposed to unparalleled levels of violence and destruction with 551 children killed and 2,956 injured, leaving many struggling with life-long disabilities. Nearly 100,000 homes were damaged (20,000 of these destroyed) and 281 schools were partially or completely damaged, resulting in the loss of children's protective environment. The psychosocial distress caused by violence left 373,000 children in need of specialised psychosocial support services, including focused counselling in many cases. The widespread destruction of water and sanitation infrastructure has exposed children to increased risk of waterborne illness -- even prior to the conflict, over 95 per cent of Gaza's water was considered unfit for human consumption.

In the West Bank, including in East Jerusalem, children are increasingly exposed to multiple forms of violence, risk of detention, displacement, unhealthy lifestyles and impeded access to essential services. As tensions escalate, the situation threatens children's security and psychosocial well-being and negatively impacts the fabric of family and community life. Violence and disruption to social services and protection systems also undermine the ability of parents to care for and protect their children. Remote Bedouin and Herding communities are particularly at risk, as are children with disabilities. UNICEF works to bridge the gap and promote social inclusion of the most vulnerable communities.

**Purpose of the assignment**

- Communication for Development (C4D) has been defined as a strategy to achieve better protection and social inclusion of children in the 2015-2017 country programme. A national, cross-sectoral C4D strategy has been finalized in May 2016. The consultant (contractor) will be responsible for planning the implementation and managing the roll-out of the strategy. Under the general guidance of the Chief Communication, the C4D consultant will:
  - Develop and finalize the implementation plan of the C4D strategy based on the priorities identified by the programme sections
  - Start implementing specific activities of the cross-sectoral behavioural and attitude change strategy in support of UNICEF programmes in the State of Palestine.
  - Conduct C4D induction sessions and trainings on specific components of the strategy for UNICEF staff and partners as required
  - Coordinate the activities of the UNICEF C4D working group and of key partners
  - Bring together UNICEF staff, national and international partners, representatives of civil society including youth groups and media organizations to foster support for C4D at the national level

**Major tasks to be accomplished:**

- The C4D Specialist will work in close cooperation with the communication and programme teams, and with the Chief of programme / Deputy Special Representative; based in Jerusalem with travel to Gaza, he/she will report to the Chief of Communication.
- In close cooperation with programme sections and the C4D working group, complete the implementation plan covering C4D priority activities and share it with key partners, with tasks assigned and proposed timeline for the roll-out of activities
- Start implementing the priority activities under the C4D strategy in view of promoting positive behavior and attitude change and ultimately, social inclusion of Palestinian children. In particular, C4D will support positive behaviour and attitude change in the fields of violence against children. Key strategies will target adolescents, young children and children with disabilities. It will also support and enhance UNICEF’s programming in the fields of Education, Adolescents, Child Protection, WASH and Health & Nutrition
Undertake a desk review, analyze KAP survey findings and other relevant data, and design a behavior change communication strategy related to violence against children, as well as social exclusion.

Develop a monitoring and evaluation plan in support of the C4D strategy in close cooperation with the M&E section.

Provide technical support and capacity building to partners and government counterparts on best practices and new methods in the effective use of communication for social development and on specific components/activities of the C4D strategy.

Develop and implement operational strategies in the areas of participatory communication, social mobilization and behaviour change through (a) behaviour development/change at individual/household levels; (b) social mobilization of civil society organizations and of key influencers; and (c) increased community participation in development programmes for positive social change and social inclusion as outlined in the C4D strategy.

Deliverables and deadlines for submission:

- The implementation plan covering C4D priorities is completed and shared with key partners within one month.
- A C4D task force is created within two months, at the national level to bring together all key partners in support of national C4D efforts, and regularly meets to support the implementation of the priority activities – ongoing with quarterly targets as per the implementation plan.
- The core C4D working group within the UNICEF office, composed of members of all programme sections, regularly meets and agrees on priority activities, timeline and responsibilities with monthly meeting reports and updates on the implementation.
- The priority components of the C4D strategy are planned, developed, and implemented in line with the implementation plan. A sample of activities would include the following:
  - KAP survey findings analyzed
  - Behavior change communication strategy developed, with a focus on violence
  - Monitoring & Evaluation (M&E) plan developed and baseline conducted within three months, with support from UNICEF's M&E section
  - Training materials developed and Training of Trainers conducted of key implementing partners/influencers (e.g. religious leaders, youth groups, women's groups, teachers association, etc.) on the C4D strategy conducted within six months
  - Key communication materials/products in support of specific activities under the C4D strategy are developed (including pre-testing) as per the implementation plan
  - C4D platforms such as participatory theater, social media, U-report, website, etc. are prioritized and established as per the implementation plan
  - The Monitoring framework is agreed on and routinely implemented with key partners throughout the year
  - The C4D capacities of UNICEF staff and key partners are further developed in support of the implementation plan.

Frequency of Reports: monthly

Recourse: UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs is incomplete, not delivered or for failure to meet deadlines.

Qualifications or Specialized Knowledge/Experience Required:

The contractor should have:

- Advanced university degree in the social/behavioural sciences (Sociology, Anthropology, Psychology, and Health Education) or in communication for development, with emphasis on strategic communication planning for behaviour development, social mobilization, participatory communication, and research.

- Minimum eight years of progressively responsible professional work experience in the development, planning and management of communication for development programmes, including several years in developing countries, with practical experience in the adaptation and application of communication planning processes to specific programmes. C4D experience in other UNICEF country offices a strong asset.

- Fluency in English and Arabic.

Functional and Core Competencies

- Communication, Level 3
- Working with People, Level 3
- Drive for Results, Level 3
- Leading and Supervising, Level 3
• Formulating Strategies and Concepts, Level 3
• Analyzing, Level 2
• Persuading and Influencing, Level 3

General Conditions

• Under the consultancy agreements, a month is defined as 21 working days, and fees are prorated accordingly.
• Consultants are not entitled to payment of overtime. All remuneration must be within the contract agreement.
• Consultants are not entitled to annual leave.
• No contract may commence unless the contract is signed by both UNICEF and the consultant or Contractor.
• Signed contracts must be sent by fax or email. Signed contract copy or written agreement must be received by the office before Travel Authorization is issued.
• No consultant may travel without a signed travel authorization prior to the commencement of the journey to the duty station.
• Unless authorized, UNICEF will buy the tickets of the consultant. In exceptional cases, the consultant may be authorized to buy their travel tickets and shall be reimbursed at the "most economical and direct route" but this must be agreed to beforehand.
• Consultants to complete the basic and advanced security course and submit certificates to UNICEF before any travel is undertaken;
• Consultants will not have supervisory responsibilities or authority on UNICEF budget.
• Consultant will be required to sign the Health statement for consultants/Individual contractor prior to taking up the assignment, and to provide documentary evidence of health insurance coverage, including Medical Evacuation.
• The Form ‘Designation, change or revocation of beneficiary’ must be completed by the consultant upon arrival, at the HR Section.

Advertised: 31 Jul 2016 FLE Standard Time
Applications close: 10 Aug 2016 FLE Standard Time