TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT (CONTENT MANAGEMENT & COORDINATION)

TERMS OF REFERENCE (to be completed by Hiring Office)	
Hiring Office:	Uganda Country Office
Purpose of consultancy:	Uganda's population is characterized by a largely young generation with over 70% being under 30 years. This provides an opportunity for Uganda to harness the potential young people to be empowered and be part of the fabric that builds the future generations. Investing in young people is the best way to leverage Uganda's competitive advantage – its demographic dividend. It therefore requires extensive engagement across generations, tap into the wisdom of the older generation, social change innovation and use of data and information to generate evidence to address a wide variety of socio-economic challenges among young people such as sexual reproductive health, violence, unemployment, limited entrepreneurial capacity among others. In 2020, amidst the challenges of COVID-19, UNFPA Uganda supported the establishment a platform that leverages the power of building communities and creating momentum to effect social change by carefully profiling the works and evidence on young people and highlights their stories to inspire others. The platform is called The Stage (https://thestageug.org). The STAGE is not just a web-based tool, but utilizes various platforms innovators, entrepreneurs, leaders, and creatives to express themselves through telling their stories, sharing experience, sharing ideas and deriving inspiration from peers to address social issues in their communities through Creativity, Convening across generations among the young and old, Engage and Showcase highlighting the data and evidence on population issues, works of various individuals, partners, and initiatives that catalyze Social Change. The range of works showcased include but not limited to population data, best practices, success models, ideas, information sharing, internship opportunities, mentorship opportunities, and social accountability, among others. As a supporter of this initiative, UNFPA seeks to hire an engagement & content management focal point on consultancy basis to coordinate all partners on the STAGE initiative.

Scope of work: *(Description of services, activities, or outputs)*	Under the guidance and supervision of the Program Analyst - Social change Innovations, the consultant will assist UNFPA Country Office in (1) coordinating the support from UNFPA to various partners leading on various activities under the STAGE, (2) coordinate development and production of multimedia content in order to increase media reach & visibility effectiveness and (3) supporting web-related activities, including review of submission of ideas, articles, stories and as well as working with partners to maintain a vibrant virtual community of social change entrepreneurs. **Specific Tasks** 1. Supporting content creation; Reach out to partners registered on the Stage platform to create editorial content (stories, photos, advocacy images, contests, campaigns, audio, video, infographics, etc.) and adapt them for web and social media. 2. Continuous Mapping, identifying and on-boarding partners onto the STAGE initiative. 3. Coordinate collaborative initiatives among partners to functionalize platforms such as the Mentors network, volunteer network, idea lab and the entrepreneurs. 4. Lead the organization of physical engagement activities and ensuring timely execution. 5. Maintain a web and social media calendar and content plans of content themes and all upcoming coverage schedules according to the calendar. 6. Work with partners to prepare social media packs for flagship events, initiatives and campaigns. 7. Work with developers to continuously improve the design and functions of the platform; ensure key deadlines are met for the dissemination of time-sensitive content.
Duration and working schedule:	Expected duration of this assignment will be **6months.**
Place where services are to be delivered:	UNFPA Uganda Country Office
Delivery dates and how work will be delivered (*e.g.* electronic, hard copy etc.):	Monthly Status Reports
Monitoring and progress control, including reporting requirements, periodicity format and deadline:	The consultant will work for the Uganda Country Office.
Supervisory arrangements:	Program Analyst, Social Change Innovations
Expected travel:	Periodic

Required expertise, qualifications and competencies, including language requirements:	**Qualifications and Experience** ● Completion of secondary education. A Bachelor's degree with good knowledge and experience in digital content development and management is an added advantage. ● At least 7 years of relevant work experience in administration, coordination and leading teams. ● Ability to collaborate with multiple diverse groups across teams ● Knowledge of with data analysis and data visualization. ● Demonstrable experience in creating online content for social media, including stories, posts, campaigns, infographics, etc. for online publication and tracking analytics. ● Experience in working with content management system such as WordPress, Drupal, Magento etc. ● Experience in using social media tools to build online communities and following. ● Ability to work on multiple projects at one time ● Strong interpersonal and collaboration skills - strong oral, written communication, and presentations skills as evidenced by publications. ● Exceptional analytical and problem-solving skills.
Inputs / services to be provided by UNFPA or implementing partner (e.g support services, office space, equipment), if applicable:	Work will be conducted at UNFPA Country Office
Application deadline and how to apply:	**Opening date**: 25 May 2021 **Closing date**: 8th June 2021 All applications should be sent by email to: nakibira@unfpa.org, copying alfeu@unfpa.org.