

TERMS OF REFERENCE

Individual Consultant: Digital Paid Media (Social and Search), Individual Giving (open to National Consultants only)

Duty Station: New Delhi

Contract Duration: 12 months

Closing Date: 31st March 2025

1. BACKGROUND AND PURPOSE

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does — in programs, in advocacy and in operations. The equity strategy, emphasizing the most disadvantaged and excluded children and families, translates this commitment to children's rights into action. For UNICEF, equity means that all children have an opportunity to survive, develop and reach their full potential, without discrimination, bias or favoritism. To the degree that any child has an unequal chance in life— in its social, political, economic, civic and cultural dimensions— her or his rights are violated. There is growing evidence that investing in the health, education and protection of a society's most disadvantaged citizens— addressing inequity— not only will give all children the opportunity to fulfill their potential but also will lead to sustained growth and stability of countries. This is why the focus on equity is so vital. It accelerates progress towards realizing the human rights of all children, which is the universal mandate of UNICEF, as outlined by the Convention on the Rights of the Child, while also supporting the equitable development of nation.

Under the general supervision of the Fundraising Manager, Individual Fundraising, the incumbent will be responsible for providing strategy, implementation and technical oversight, recommendations, planning and evaluation of fundraising strategies with the objective of acquiring new quality individual donors, for the India market. This includes managing and overseeing a variety of individual fundraising channels and the strategic development of new initiatives to maximize the growth of new monthly pledge donors and the related net income.

Purpose of Assignment:

The consultant will provide expert digital advertising consultancy to support UNICEF's performance marketing initiatives across paid media channels, including Facebook, Twitter, , Instagram, Google, Bing, and YouTube. This consultancy will focus on delivering specific, results-driven outcomes in Paid Social, Paid Search, and Programmatic Display, with additional exposure to mobile DSP, video DSP, and direct publisher strategies (e.g., direct buys or affiliate marketing). The consultant will also advise on optimizing campaigns across Meta and Google Ads to meet key business objectives, including new donor acquisition (pledge and one-time), donor retention, and enhancing donor lifetime value (LTV). These deliverables will leverage specialized skills and knowledge not readily available within UNICEF to achieve clearly defined outcomes within a set timeframe.

2. SCOPE OF WORK

Paid media campaigns strategy to achieve P&L business goals for India market:

- i. Primary paid channels include Google and Meta ads. Secondary channels may include Programmatic, Publishers, DSPs, Native Ads and Affiliates.
- ii. Scope of work could include areas related to Ad account setup, account whitelisting, campaign setup, media buys, Ad account optimization, campaign budget optimization, event optimization, audience lists, always-on campaigns, split tests, use of correct naming conventions, budgeting, reporting, quality and sanity checks, pixel management, ensuring channel best practices, and other strategic, tactical and execution details.

Share media plan based on historical Insights:

- i. Analyse media performance data at the campaign, ad set, and creative level, audience, auction, and business insights to develop media plan.

- ii. Media plans to include proposed budgets, estimated conversions, and income.

Share audit reports based on channel review:

- i. Review and communicate the competitive landscape in the identified markets using 3rd party tools including but not limited to FB Ads library, FB Insights, Google trends, Auction Insights, Similar web, Meta, and Google Ads Manager.
- ii. Audit reports must include a review of campaign structure, audience, budget split and optimization tactics.

Share A/B test recommendations:

- i. Stay up to date with new Meta and Google ads trends and A/B test flagship and/or beta products for strategic ad accounts and campaigns.
- ii. A/B test recommendations must include media, website, analytics, and creative optimization recommendations to enhance the campaign's performance.

DELIVERABLES:

The Consultant – Digital Paid Media, will work closely with the local teams and the agency partners (performance marketing agency, creative agency, martech agency, CDP platform partners) to provide digital advertising expertise across digital media channels, pre-dominantly Meta and Google ads. The successful candidate will support the launch & optimization of Paid Media Campaigns, achieving business goals for India market. She/He will prepare and deliver Media Plans based on historical Insights and prepare and deliver Audit reports based on channel reviews & A/B test recommendations on a weekly, monthly, and Quarterly basis, per market or as required.

Expected outputs:

- i. Digital paid media strategy and media plan: must include proposed spends, estimated conversions, and income based on historical learnings.
- ii. Audit report: must include review across campaign structure, audience, budget split, and optimization tactics.
- iii. A/B test recommendations: must include the proposed A/B tests to be conducted on paid-media channels (Meta, Google and more).

3. MAJOR TASKS AND ACTIVITIES TO BE ACCOMPLISHED

S. No.	Deliverables/Outputs	Timeline for submission of Deliverable
1.	<ul style="list-style-type: none"> • Paid Media Strategy & Roadmap Document [A documented strategy blueprint covering audience segmentation, budget allocation, ad formats, and key KPIs] 	27 th April 2025
2.	<ul style="list-style-type: none"> • Tracking & Attribution Implementation Report [Sign-off Report – Google Analytics 4, Meta Pixel, UTM tracking, and event-based attribution fully implemented and tested.] 	24 th May 2025
3.	<ul style="list-style-type: none"> • Campaign Setup & Execution Document [A report on campaign configurations including Google & Meta Ads setup, targeting parameters, ad copy variations, and initial performance insights.] 	23 rd June 2025
4.	<ul style="list-style-type: none"> • A/B Testing & Creative Optimization Report [A document summarizing A/B test results, winning ad creatives, performance benchmarks, and next steps for optimization.] 	20 th July 2025
5.	<ul style="list-style-type: none"> • Landing Page & Conversion Rate Optimization Report [A CRO document containing landing page performance metrics, heatmaps, user behavior analysis, and recommended improvements.] 	18 th August 2025
6.	<ul style="list-style-type: none"> • Lookalike & Retargeting Campaign Report 	21 st September 2025

	[A performance report detailing pledges acquired, CPA trends, engagement metrics, and audience insights for retargeting.]	
7.	• Scaling & Budget Optimization Strategy Report [A document outlining high-performing campaign strategies, budget reallocation recommendations, and ROAS improvement tactics.]	25 th October 2025
8.	• Festive & Seasonal Fundraising Performance Report [A detailed report measuring impact of festive campaigns (Diwali, Christmas, Year-End), conversions, and CPA trends.]	22 nd November 2025
9.	• 9-Month Performance Review Report [9-Month Performance Review Report covering campaign performance, CPA, audience insights, creative insights, conversion rate, and recommendations for optimization.]	25 th December 2026
10.	• Final Quarter Campaign Optimization & Budget Allocation Report [A document detailing final quarter strategies, budget shifts, and actions for maximizing end-of-campaign results.]	29 th January 2026
11.	• End-of-Campaign Retargeting & Engagement Report [Report analysing final-phase remarketing efforts, engagement metrics, and conversion improvements.]	19 th February 2026
12.	• Post-Campaign Impact & Recommendations Report [A comprehensive impact report, covering total funds raised, pledge data, ROAS analysis, and future recommendations.]	30 st March 2026

4. DUTY STATION

New Delhi

5. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

No travel anticipated.

6. ESTIMATED DURATION OF CONTRACT

12 months

7. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ COMPETENCIES (CORE/TECHNICAL/FUNCTIONAL) / LANGUAGE SKILLS REQUIRED FOR THE ASSIGNMENT

Qualification:

MBA or M. Tech or Master of Engineering (M.E) in Computer Sciences/Data Analytics.

Years of Experience/Knowledge/Expertise/Skills required:

Mandatory experience:

- A minimum of 5 years of relevant professional experience in paid media performance marketing, and digital fundraising or digital marketing, with a special focus on delivering business performance at scale is required.
- Proven experience is required in paid social (Meta) and paid search (Google) campaign execution, performance optimization, ad account management, campaign delivery as per desired goals, quality checks, best practice implementation, data-backed analysis, reporting (Automated and manual) with new customer acquisition and income campaigns is required.
- Hands-on experience of working with Google Analytics 4 is required.

Preferred Experience:

- Experience in managing long-term and multiple projects simultaneously across 2 or more international geographies (Please do include the list of geographies you managed in your CV or cover letter) is an asset.
- Familiarity with enterprise management platforms such as Google Analytics 360, SA 360, DV 360, Google Tag Manager, and Double Click (Campaign Manager 360) is an asset.
- UN experience is an asset.

Language requirements:

- Fluency in English is required.

8. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

Technical and Financial ratio is 70:30 (technical proposal-70 points and financial proposal-30 points)

S. No.	Evaluation Criteria	Max. Marks	Min. Marks
1.	Domain/platform knowledge covering Google Ads, Meta Ads.	15	28
2.	Proven experience of driving growth (customer/subscriber acquisition) through paid channels with examples of projects managed	15	
3.	Expertise in data/analytics, hands-on experience of working with GA4 and other analytics tools	10	
	Sub-Total	40	28
4.	Written Examination	20	14
5.	Interview	10	07
	Total	70	49

Note: Applicants scoring 28 marks (out of 40) will be called for written examination. Applicants scoring 14 marks (out of 20) in written examination will be called for interview. Applicants need to score minimum 07 marks (out of 10) in interview to qualify in technical evaluation.

9. 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.

10. 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.
- The selected candidate is solely responsible to ensure that the health insurance (and visa if applicable) required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully-vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.
- 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.

HOW TO APPLY:

The application to be submitted through the online portal and must contain three separate attachments, as follows:

1. A Cover Letter (max 2 pages) detailing the suitability of the candidate for the job in terms of education background, experience, and professional certification, if any **(to be uploaded online under “Cover Letter” tab)**
2. An updated CV demonstrating all requirements stated above **(to be uploaded online under “Resume” tab)**
3. A financial proposal indicating all-inclusive amount against each of the deliverable, as per the template attached. Please do not forget to specify your name in the file while saving **(to be uploaded online under “Financial Proposal” tab).**

Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

Without all the above three documents, your application will be considered incomplete and invalid and will not be considered further.

- Any attempt to unduly influence UNICEF’s selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note, UNICEF does not charge any fee during any stage of the process.
- Women, trans, non-binary and gender diverse candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.
- General Terms and Conditions for the Consultancy Contract is attached, for your reference.

For any clarifications, please contact:

UNICEF

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