

TERMS OF REFERENCE

Individual Consultant: Communications and Marketing Consultant (open to National Consultants only)

Duty Station: New Delhi

Contract Duration: 14 months

Closing Date: 28th February 2026

1. BACKGROUND AND PURPOSE

UNICEF's mandate is anchored in the realization of the rights of every child, everywhere, with a strong emphasis on equity, prioritizing the most disadvantaged and excluded children and adolescents. UNICEF's equity strategy recognizes that unequal life chances across social, political, economic, civic, and cultural dimensions constitute violations of children's rights. Evidence demonstrates that investing in the most marginalized populations accelerates progress toward sustainable national development, stability, and social cohesion. In recent years, UNICEF has intensified its focus on adolescents and young people, recognizing the growing complexity of challenges they face.

In alignment with the United Nations Youth Strategy, UNICEF is advancing Generation Unlimited (GenU), a global partnership dedicated to ensuring that all young people aged 10–24 are in education, training, or employment by 2030. GenU prioritizes those most at risk of being left behind, including girls, young people from poor households, young people with disabilities, migrants, and those affected by conflict and climate shocks. In India, GenU is operationalized as YuWaah, a multi-stakeholder platform that catalyzes partnerships across government, civil society, private sector, and youth to expand opportunities for learning, skilling, employment, and entrepreneurship. YuWaah emphasizes co-creation of scalable and locally relevant solutions.

In the last six years, YuWaah and Partners' initiatives have impacted over 100 million young people across the country, connecting them to socio-economic, skilling, and social impact opportunities through the scale-up of innovative solutions. As YuWaah enters a phase of accelerated growth and scale, there is a corresponding need to strengthen strategic communications and marketing to match the ambition and reach of the platform. With an expanding portfolio of partnerships, programmes, and youth-led initiatives, effective storytelling, brand stewardship, and audience engagement are critical to amplify impact, influence policy and ecosystem narratives, and attract sustained collaboration.

Under the overall guidance of the Chief of YuWaah and secondary supervision of the Program Manager of the YuWaah Secretariat, the Communications and Marketing Consultant will work on strengthening YuWaah's positioning as a thought leader on youth issues; and develop consistent, high-quality outreach across digital, media, and partner channels to drive visibility, credibility, and scale.

UNICEF seeks to engage a Communications and Marketing Consultant with experience in strategic communications, storytelling, and multi-stakeholder engagement to strengthen YuWaah's positioning as India's leading partnerships platform. The Consultant will shape clear, consistent messaging aligned with UNICEF and Generation Unlimited priorities, and translate programme outcomes into communication assets that demonstrate scale, credibility, and impact. The role will drive communications for YuWaah's collaborations with government, UN agencies, foundations, private sector, and civil society partners, while strengthening partner engagement through targeted messaging, digital outreach, flagship campaigns, launches, and high-visibility moments.

Key Objectives:

Specific objectives include –

- **Strengthen YuWaah's strategic positioning**
Position YuWaah as a leading thought partner on youth development, skilling, livelihoods, volunteering and climate action by shaping clear, consistent narratives and advocacy messages aligned with Generation Unlimited and UNICEF priorities.

- **Translate programme outcomes into storytelling campaigns**
Convert programme outcomes, data, and youth stories into high-quality communication assets (reports, case studies, digital content, presentations, press releases) that demonstrate scale, credibility, and results, in line with YuWaah’s communications strategy.
- **Enhance partner and funder communications**
Guide development of targeted communication materials for government, donors, private sector partners, youth, and ecosystem stakeholders to strengthen engagement, visibility, and trust about YuWaah’s programme and flagship events.
- **Improve digital and social media effectiveness**
Strengthen YuWaah’s digital presence through sharper content strategy, platform-specific storytelling, and improved audience engagement across priority channels.
- **Flagship campaigns and moments**
Drive outreach and execution for priority campaigns, launches, observances, and events (e.g. Youth Central, climate initiatives, partnerships), including event management, social media outreach, and media and PR engagement.

Thus, the role of the Consultant will involve leading strategic communications and marketing efforts to strengthen YuWaah’s positioning as a national thought partner on youth development, skilling, livelihoods, volunteering, and climate action. The Consultant will work closely with internal teams and ecosystem partners to translate programme outcomes, data, and youth-led impact into compelling, high-quality communication assets, including digital content, reports, case studies, presentations, and press materials. The role will also drive targeted communications for government, donors, private sector partners, and youth stakeholders, strengthening engagement, visibility, and trust in YuWaah’s programmes and flagship initiatives. In addition, the Consultant will enhance YuWaah’s digital and social media presence through platform-specific storytelling and outreach, while planning priority campaigns, events, and observances, including media and PR engagement.

2. MAJOR TASKS AND ACTIVITIES TO BE ACCOMPLISHED

Work Assignments Overview (<i>Include Major Tasks and Activities</i>)	Deliverables/Outputs Upon submission and acceptance by UNICEF	Timeline for submission of Deliverable
YuWaah Strategic Communications Framework & Messaging Architecture Develop a unified communications framework to guide all outreach, campaigns, and partner engagement for the contract period.	One Document with Communications Framework and Key Messages	5th May 2026
World Youth Skills Day 2026 Campaign Conceptualise and support execution of campaign for World Youth Skills Day, in alignment with the Global Generation Unlimited theme. Develop the campaign plan, content calendar, and partner engagement approaches to amplify YuWaah’s priority moment.	One Document with Campaign Plan for World Youth Skills Day	31st May 2026
Learning-to-Earning Impact Stories Guide documentation of five impact stories from learning-to-earning programmes developing documentation checklists, storyboards, and pre-shoot plans; coordinating with teams and stakeholders; and producing tailored communication collaterals.	One document with 4 learning-to-earning impact stories, including written narrative or videos.	10th July 2026
International Youth Day 2026 Campaign Conceptualise and support execution of a campaign for International Youth Day, including a campaign plan, and content calendar to support digital outreach of YuWaah’s key thematic.	One Document with Campaign Plan for International Youth Day	3 August 2026

<p>Event Branding and Communications Develop a plan for Youth Central including on-ground visual direction, social media amplification, and media engagement, resulting in one comprehensive Youth Central Event Communications.</p>	One Document of Youth Central Event Communications and Branding	10th September 2026
<p>Video Storytelling Suite Develop narrative and storyboard for four short films and guide the content planning and video development process. The consultant will play a central role in internal coordination, synthesising the latest programme and partnership inputs into compelling stories, and guiding the production agency to deliver films aligned with the storyboards and content checklist.</p>	4 Storyboards for YuWaah Short-films	31st October 2026
<p>Partner Engagement Plan for Leader's Council Create a targeted communications and engagement plan for high-level public sector, private sector, and youth leaders within YuWaah's Leader's Council, outlining key messaging and communication materials to strengthen visibility, and sustained participation.</p>	A Document of Partner Engagement Plan for Leaders Council	15th November 2026
<p>Digital Marketing Plan for YuWaah Develop a comprehensive digital marketing plan to strengthen YuWaah's visibility, audience reach, and engagement across priority digital platforms. The assignment will include channel-wise objectives, audience segmentation and content and amplification strategy.</p>	A Document of Digital Marketing Plan	30th November 2026
<p>Testimonials from Youth Leadership, Climate and Volunteering Initiatives Develop a structured plan and produce documented testimonials from eight public, private sector, and youth partners highlighting their support for YuWaah's Youth Leadership, Climate Action, and Volunteering programmes. This will include identification of relevant contributors, development of guiding prompts, and consolidation of testimonials into communications collaterals.</p>	8 partner testimonials in text or video formats	26th December 2026
<p>Social Media Analytics Report Develop a comprehensive annual social media analytics report for 2026, identifying insights, gaps, and benchmarking performance against defined objectives, and providing clear, actionable recommendations to strengthen platform-wise storytelling for subsequent communication initiatives.</p>	An Annual Social Media Analytics Report for 2026	10th January 2027
<p>Annual Report Development Develop a content-ready layout for YuWaah's Annual Report 2026 by synthesising content and photographs from YuWaah's photobank and programme teams, and guide the design and structure in alignment with brand guidelines.</p>	A Content and Layout Document for Annual Report	17th February 2026
<p>International Women's Day 2027 Campaign Develop a focused content plan for International Women's Day featuring a curated mix of multimedia formats that highlight YuWaah's key programmes enabling girls and young women with skilling and livelihood opportunities, aligned with UNICEF and Generation Unlimited priorities.</p>	A Document of Content Plan for International Women's Day 2027	5th March 2027

<p>Programme Explainer Videos Conceptualise and develop scripts and visual flow for six explainer videos to communicate YuWaah's programmes, partnerships, and impact. The consultant will create message and narrative frameworks, and provide detailed guidance to the production agency on visual flow, tone, and structure.</p>	<p>A document with 6 Explainer Video Scripts, Messages, and Visual Flow</p>	<p>25th April 2027</p>
<p>Learning Report and Handover Document key learnings, best practices, and insights generated over the contract period, and consolidate them into a structured learning report. The task will also include preparation of a comprehensive handover capturing ongoing initiatives and reusable assets to ensure continuity and institutional memory for the YuWaah team.</p>	<p>A Learning Report and Handover Document</p>	<p>15th May 2027</p>

3. DUTY STATION

New Delhi (home-based)

4. OFFICIAL TRAVEL INVOLVED (ITINERARY AND DURATION)

A total of 12 air travel trips of 2 days each to Rajasthan, Odisha, Jharkhand, Mumbai, Bangalore, Tamilnadu and other states.

5. ESTIMATED DURATION OF CONTRACT

14 months, starting from 15th April 2026.

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

Qualification:

Bachelors' degree in Mass Communication, Humanities, Social Sciences, or a related field.

Professional Experience:

- (1) Minimum 4 years of relevant experience in communications, campaign development, or content production for youth-focused initiatives.
- (2) Demonstrated experience in managing multi-channel communication campaigns focused on youth programming (social media, editorial, video), including at least one large-scale campaign at a national or multi-stakeholder level.
- (3) Strong writing and storytelling skills, with proven ability to develop content for external-facing communications collaterals for government, private sector, civil society, and donors.
- (4) Experience working with creative and content agencies and coordinating production of high-quality visual, video, and multimedia content.
- (5) Prior experience working with multilateral agencies, UN organisations, and development sector partners is highly desirable.
- (6) Proficiency in digital tools (e.g., Canva, Trello, social media analytics) is preferred.
- (7) Ability to work independently in a fast-paced environment, manage multiple priorities, and deliver high-quality outputs within tight timelines.

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

Technical and Financial ratio is 75:25 (technical proposal-75 points and financial proposal-25 points)

S. No.	Evaluation Criteria	Max. Marks	Min. Marks
1.	At least four years of relevant professional experience in the areas of communications and storytelling, with a focus on youth engagement and development	5	35

2.	Ability to clearly articulate prior experience in managing multi-channel communications for youth programming (social media, editorial, video), demonstrating strategic and creative thinking and language sensitivity while communicating about development issues	15	
3.	Prior experience working with multilateral agencies, UN organisations, and development sector partners	10	
4.	Technical knowledge and skills: Professional communications portfolio with previous work samples demonstrating expertise across digital, editorial, video, media, and event communications, for thematics including skilling, livelihoods, youth engagement, climate and volunteering	15	
	Sub-Total	45	35
5.	Interview	30	NA
	Total	75	56

Note: Applicants scoring 35 marks (out of 45) will be called for interview and need to score 56 points (out of 75) to qualify in technical evaluation. Candidate scoring highest marks in cumulative evaluation (technical + financial) will be shortlisted for the consultancy.

8. 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.

9. 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 “CV/Resume” tab)**
3. Previous work samples demonstrating expertise across digital, editorial, video, media, and event communications, for thematics including skilling, livelihoods, youth engagement, climate and volunteering **(to be uploaded online under “Writing Sample or list of Publication or Portfolio” tab)**

4. 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 Bid” 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 four 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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