

TERMS OF REFERENCE

Title:	Communications and Visibility Expert – Trafficking in Persons and Smuggling of Migrants Regional Programme
Organisational section/unit:	United Nations Office on Drugs and Crime (UNODC) Regional Office for Southern Africa (ROSAF)
Name and title of supervisor:	Jeptum Bargarora - Programme Officer
Duty station:	Pretoria with travel to the Southern Africa Region including Zambia and Mozambique to UNODC Offices.
Proposed period:	1 July – 30 November 2022
Actual work time:	65 working days
Fee range:	B

Background of the assignment

The United Nations Office on Drugs and Crime (UNODC) Regional Office for Southern Africa (ROSAF) implements a Regional Programme aimed at combating Trafficking in Persons and Smuggling of Migrants. This project is run under collaboration with the Southern Africa Development Community (SADC) Secretariat. Under an EU funded Southern Africa Migration Management (SAMB) project which is a model of a ONE-UN approach collaborative effort between 4 UN development and humanitarian agencies: the ILO, the IOM, UNODC and UNHCR, whose overall objective is to improve migration management in the Southern Africa and Indian Ocean region. The United Nations Office on Drugs and Crime (UNODC) supports Member States in domesticating the Protocol to Prevent, Suppress and Punish Trafficking in Persons, Especially Women and Children, and the Protocol against the Smuggling of Migrants by Land, Sea and Air, both protocols supplementing the United Nations Convention against Transnational Organized Crime.

Trafficking in persons and the smuggling of migrants are distinct crimes. The lines between the two may often be blurred though especially when they occur in mixed migration flows. A person may start their journey as an asylum seeker, for example, before seeking the help of smugglers and then being exploited as a victim of trafficking, while in need of refugee protection. According to the SADC regional statistical report (2004-2016), approximately 1,217 victims of TIP were officially reported to law enforcement agencies in the SADC region during the period 2004- 2016/7. It is believed that this is just a small proportion of cases of trafficking in persons as a number of cases are not identified and therefore, not reported. This is largely because of the complex and hidden nature of the crime. There are also cases where victims are rescued but are not interested in cooperating with law enforcement for purposes of investigation and prosecution of the offence.

Communications and visibility on TIP and SOM issues are imperative to create awareness on the cause, effect and consequences. Creating awareness also enhances preventive and protection to potential victims and witnesses in societies.

Member States require enhanced support in ensuring communication and visibility work for TIP and SOM in the Southern Africa Region. This will include World TIP Day activities in Mozambique and in South Africa. The candidate will also support the implementation of Communication elements in all Southern African countries with a focus on Zambia, Zimbabwe, Mozambique, Lesotho, Eswatini, Angola and South Africa.

In addition, the European Union also has communication and visibility requirements for its funded grants and programmes.

Purpose of the assignment

The purpose of the assignment is to enhance the visibility and communications of TIP and SOM in SADC Member states as well as promote the EU visibility and Communications in line with the EU policies on the same.

Specific tasks to be performed by the consultant

Under the overall supervision of the Regional Representative and within the framework of the UNODC Regional Programme for Southern Africa, the consultant will perform the following tasks:

- a) Develop and strengthen linkages and visibility of UNODC ROSAF SAMM Project, TIP and SOM and the European Union in the project context and identification of ways of enhancing visibility of UNODC mandate, curated for use by different audiences, to increase the visibility of the SAMM project and to create awareness among relevant stakeholders. This will include:
 - a. Outlining mechanisms to brand the aforementioned, internally and externally, and enhance recognition of its identity.
 - b. Development of templates for IEC material, including brochures, fact sheet, posters, e-newsletters, speeches, reports and other communication materials. This will be done in line with UNODC and EU Communication requirements and if applicable, the overall SAMM brand.
 - c. Development of content for ROSAF social media and website based on stories from the field, as well as issues that are relevant to the mandate of UNODC.
- b) Manage UNODC website to accurately reflect and include all relevant reports, interviews, articles, analysis papers, and other related materials.
- c) Produce human interest stories, case studies and features to share internally, with stakeholders and broader audiences.
- d) Draft and/or edit publications to ensure clarity, consistency and readability of the text for the intended audience.
- e) Draft web stories, tweets, talking points, speeches, media advisories, press releases and reports, and assist with editing and revision of programme documents for publication.
- f) Coordinate the delivery of identified support services, such as graphic design and layout, illustrations, translation, photography and video and audio production.

- g) Identify and initiate new and creative ways to enhance the visibility of UNODC in the SADC Region.
- h) Ensure that all products, documents, materials and events give appropriate visibility to respective donors, including the correct application of its logos, acknowledgement statement and standard disclaimers.
- i) Oversee the planning and execution of film and photographic projects to capture TIP and SOM in the Region including development of TOR for a TIP/SOM film for the Region
- j) Provide relevant articles and photographs for the quarterly UN magazine, InFocus and in lieu of this, develop ROSAF periodic IEC publications.
- k) Adapt materials and publications to formats that can be readily used by each target audience.
- l) Undertake training for media on reporting TIP and SOM issues in SADC.
- m) Coordinate the media and communications aspect of World TIP day.
- n) Draft and manage the design and distribution of reports, newsletters, and media appearances.
- o) Maintain strong relationships with key media representatives both regionally and internationally, including reporters, editors, producers, and correspondents to raise awareness on the objective of the project and of UNODC work, as well as to solicit support and engagement from different Media institutions.
- p) Participate in SAMM Communication meetings, as required, with counterparts including Member States, UN Agencies, EU and Civil Society. In addition, contribute to the work of UN South Africa Communications Group, as relevant to the overall objective of this consultancy.

Reporting

Under direct supervision of the Trafficking in Persons Programme Officer, the consultant will work closely with the UNODC ROSAF TiP /SoM team. The consultant will also work very closely with the UNODC ROSAF Programme Management Unit (PMU).

The consultant shall submit a comprehensive report of activities supported, separate from a final Output oriented report.

Dates and details of deliverables/payments

Deliverable	Outputs	Working days	To be accomplished by
A	Support the development of a Workplan	5 days	5 July
B	1 July – 30 July communications materials and deliverables under a 1.5 month report on activities. (See above output 3 on deliverables and outputs matrix)	12 days	1 August
C	1 August – 31 August communications materials and deliverables submitted together with a monthly report on activities. (See above output 3 on deliverables and outputs matrix)	12 days	1 September

D	1 September – 30 September communications materials and deliverables submitted together with a monthly report on activities. (see above output 3 on deliverables and outputs matrix)	12 days	1 October
E	1 October – 31 October communications materials submitted together with a monthly report on activities. (see above output 3 on deliverables and outputs matrix)	12 days	1 November
F	1 November – 30 November communications materials submitted together with a monthly report on activities. (see above output 3 on deliverables and outputs matrix)	12 days	2 December
	Total	65	

Payments will be made upon satisfactory completion and/or submission of outputs/deliverables.

Indicators to evaluate the consultant's performance

All outputs should be submitted in English and meet the satisfaction of UNODC according to the following indicators:

- Technical competence;
- Quality of written work;
- Timeliness of delivery;
- Comprehensive and impact oriented final report.

The evaluation of the consultant's performance (e.g. the technical competence shown and the timeliness of the reports) will be determined by the UNODC Regional Representative for Southern Africa and the TiP Programme Officer. If the consultant does not meet the requirements, he/she will be provided with an opportunity to redraft in terms of the guidance provided by the assessors. If after redrafting the requirements are not met, the UNODC reserves the right to non-payment and/or suspension of the contract.

1. Qualifications/expertise sought (required educational background, years of relevant work experience, other special skills or knowledge required)

Academic Qualifications:

An advanced degree in journalism, communications or a related field is required. A first-level university degree or equivalent, with an additional two years of relevant working experience, may be accepted in lieu of the advanced degree.

Experience:

- A minimum of ten years of experience in communications is required.
- Experience in supporting governance programs is desirable.
- Experience within an International Organization or the United Nations system is desirable.
- Working experience in programmes funded by the European Union is desirable.
- Experience working within Southern African region is desirable.

Language:

English and French are the working languages of the United Nations Secretariat. For this position, fluency in oral and written English is required. Knowledge of Portuguese and/or French is desirable. Knowledge of another United Nations Secretariat language is an advantage.

Interested candidate with a relevant experience should submit the following documents to UNODC-

ROSAF Procurement at unodc-rosaf.procurement@un.org with the subject line “**Communications and Visibility Expert, Tip**” by 28 May 2023

- 1) Cover letter and Personal History Profile (UNDP P11 Form). The Personal History Profile must include past work experience and three contactable referees with valid email and contact numbers.

Assessment: Evaluation of qualified candidates may include an assessment exercise and a competency-based interview. **Short-listed** applicants may be required to undergo relevant skills tests and reference checks will be done.

For technical queries, please contact Human Resources Unit by email at takalani.godobedza@un.org.

These TORs will also be available on UNODC website:

<https://www.unodc.org/southernafrika/en/consultancies-and-opportunities.html>

UNODC/UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous group and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.

UNODC/UNDP does not tolerate sexual exploitation and abuse, any kind of harassment, including sexual harassment, and discrimination. All selected candidates will, therefore, undergo rigorous reference and background checks.

Note: Failure to submit supporting documents as specified in the advertisement will result in the application being considered as “**incomplete**”, therefore this will result in the disqualification of the applicant. Due to the high volume of applications, correspondence will be limited to shortlisted candidates only. UNODC reserves the right not to make an appointment.