



TERMS OF REFERENCE

FOR THE CONSULTANCY CONTRACT OF: Social and Behavioural Change Communication (SBCC) Consultant

1. **Duty Station of the Consultancy:** Bishkek, Kyrgyz Republic
2. **Duration of Consultancy:** April – July 2023
3. **Nature of the consultancy**

Under the overall supervision of the Head of Office, and the direct supervision of the Project Coordinator and in close cooperation with the partner civil society organisation and other relevant stakeholders, the successful candidate will support design of the awareness raising campaign based on the assessment results and with focus on fact based communication and storytelling to decrease the xenophobic and anti-migrant sentiments among the Kyrgyz host society and by increasing the safety of international migrants in Kyrgyzstan, especially students, through campaign events designed to enhance mutual positive perception.

4. **Project Context and Scope**

The International Organization for Migration (IOM) / UN Migration Agency is an intergovernmental organization founded in 1951 and is committed to the principle that humane and regulated migration benefits migrants and society.

The proposed project aims to promote social cohesion and migrant inclusive socio-economic growth by decreasing xenophobic and anti-migrant sentiments among the Kyrgyz host society and by increasing the safety of international migrants in Kyrgyzstan, especially students, through initiatives designed to enhance mutual positive perception. The project's main target group is international migrants residing in Bishkek and Osh cities, including international students, international migrant workers, and tourists visiting the country.

5. **Project to which the Consultant is contributing:** "Promoting Social Cohesion by Combatting Xenophobia and Anti-Migrant Sentiments Against International Migrants in the Kyrgyz Republic" (IS.0101).

6. **Tasks to be performed under this contract**

1. In cooperation with IOM as well as the partner civil society organisation and based on the baseline assessment results, develop SBCC strategy that will include a comprehensive set of interventions to encourage and support positive behaviors among the host society towards international migrants, especially international students. The SBCC strategy will include clear communication objectives and provide standard guidance for awareness raising campaign, outreach & sensitization activities, and interventions that will reach the targeted population at scale. It will spell out the essential messages for all SBCC materials and activities. The strategy should include metrics for measuring success;
 - a) Prepare a detailed work plan and timeline for the implementation of the SBCC strategy in close cooperation with the partner civil society organization;

Mission in the Kyrgyz Republic:

103, Ibraimov Street • 720021 • Bishkek • Kyrgyz Republic
Tel: 996 (312) 98-80-11 / 12 / 13 • Fax: 996 (312) 98-80-14 • E-mail: iomkyrgyzstan@iom.int

- b) Develop Information, Education and Communication (IEC) outreach materials with essential messages that will be used by the partner civil society organization;
- c) Pretest the strategy and related IEC materials based on a scope agreed upon with the project team and make the required adaptations based on pre-test results;
- d) Strengthen the capacity of the partner civil society organization to implement the developed SBCC strategy and related SBCC IEC materials.

7. **Tangible and measurable outputs of the work assignment and delivery dates**

- First meeting with the project team – by 15 April 2023
- The SBCC strategy developed and approved – by 15 May 2023;
- Detailed work plan and timeline for the implementation of the SBCC strategy developed – by 15 May 2023;
- IEC materials in Kyrgyz and Russian languages developed and approved – by 31 May 2023;
- Pretest the strategy and related IEC materials – by 30 June 2023.

8. **Education, Experience and/or skills required**

- Bachelor's degree in Journalism, Communications, Media, Social Sciences, Social and Behavioural Change Communication or another related field;
- At least 3 years of experience in designing Social and Behavioural Change Communication campaigns;
- Experience working with international migrants is an asset;
- Proven communication skills, with a strong command of Russian and/or Kyrgyz language.

9. **Travel required:** N/A

10. **Competencies**

Values

- **Inclusion and respect for diversity:** respects and promotes individual and cultural differences; encourages diversity and inclusion wherever possible.
- **Integrity and transparency:** maintains high ethical standards and acts in a manner consistent with organizational principles/rules and standards of conduct.
- **Professionalism:** demonstrates ability to work in a composed, competent and committed manner and exercises careful judgment in meeting day-to-day challenges.

Core Competencies – behavioural indicators

- **Teamwork:** develops and promotes effective collaboration within and across units to achieve shared goals and optimize results.
- **Delivering results:** produces and delivers quality results in a service-oriented and timely manner; is action-oriented and committed to achieving agreed outcomes.
- **Managing and sharing knowledge:** continuously seeks to learn, share knowledge and innovate.
- **Accountability:** takes ownership for achieving the Organization's priorities and assumes responsibility for own action and delegated work.
- **Communication:** encourages and contributes to clear and open communication; explains complex matters in an informative, inspiring and motivational way.