



## TERMS OF REFERENCE

### FOR THE CONSULTANCY CONTRACT OF: SMM/Media Consultant

1. **Duty Station of the Consultancy:** Bishkek, Kyrgyz Republic
2. **Duration of Consultancy:** March 2022-January 2023
3. **Nature of the consultancy:** Under the overall supervision of the Head of Office, and the direct supervision of the Project Coordinator, the successful candidate will propose a comprehensive mechanism that describes the process of online awareness-raising activities using innovative tools, methodologies or formats, the process of identifying target group and targeting online.
4. **Project Context and Scope:** IOM has launched "Enhancing Migrants' Awareness on Air Pollution and Moving Towards a "Healthy City Vision" in Bishkek" Project on 22 July 2021. The project purpose is to contribute to the fight against air pollution and the adoption of the 'Healthy City Vision' approach in Bishkek through enhancing migrants' and other stakeholders' awareness of air pollution and its impacts on the health of migrants and local population living in Bishkek.

Air pollution is a pressing public health issue in the big cities of Kyrgyzstan. The health consequences of air pollution include respiratory and higher vulnerability to infectious diseases such as COVID-19, heart disease, stroke and lung cancer and can exacerbate other underlying conditions. Some research concludes that women are more vulnerable to the negative effects of pollution than men due to a combination of biological, social, cultural, and economic factors.

The capital, Bishkek, which is the largest hub for internal and international migrants, has repeatedly ranked as one of the most polluted in the world in both 2020 and 2021. Most internal and many international migrants live in the new residential areas at the outskirts of the city, which are not adequately connected to the city's infrastructure. A lack of access to gas and heating systems is particularly important, as it forces migrants to use low-quality coal and other inappropriate materials like textiles or tires as fuel for residential heating, which further exacerbates the air pollution. In addition, internal migrants face difficulties accessing health and social services due to the registration system, which requires legalization of their housing and other paperwork to claim residence and benefits in a different district of the country.

The existing platforms on air pollution are fragmented and do not include migrants, and there is a lack of knowledge about gender-specific risks of air pollution among migrants in the Kyrgyz Republic. Considering this vulnerability and the lack of a current government response, the project will contribute to enhancing migrants' awareness of air pollution, its causes and impacts, and aims to move towards alignment with the WHO's "Healthy City Vision", with the active participation of migrants in combatting air pollution.

5. **Organizational Department / Unit to which the Consultant is contributing:** Migration Health Division,

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#### Mission in the Kyrgyz Republic:

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"Enhancing Migrants' Awareness on Air Pollution and Moving Towards a "Healthy City Vision" in Bishkek" Project (MA.0514).

## 6. Tasks to be performed under this contract

- a) In cooperation with IOM, develop media-plan for targeting beneficiaries within online information campaign, based on needs of target groups;
- b) Conduct an information campaign for migrant communities in Bishkek's new settlements. Coverage of the target group of an information campaign should reach at least 200,000 people (at least 2,000 likes, comments and re-posts);
- c) In cooperation with IOM, develop all visual materials and information products and conduct weekly online dissemination on all relevant social networks and posting on TikTok, YouTube and the IOM website;
- d) Provide effective consultations using innovative technologies through social networks for migrant communities in Bishkek's new settlements;
- e) Keep statistics on social networks and regularly report on the number of people covered by online information campaigns. It is advisable to disaggregate the statistics by age, gender and geographic location;
- f) Cover all the activities of the project partners (photos, videos, success stories);
- g) Prepare a report on the achieved results of the developed media-plan implementation, including media-analytics: views, click-through rates, interactions, etc.

The consultant shall coordinate well in advance the materials of the proposed information campaign with the Project Manager.

## IN NO EVENT DO NOT MAKE

- POSTS AND STATEMENTS OF A POLITICAL NATURE,
- POSTS THAT VIOLATE RIGHTS AND HUMILIATE DIGNITIES OF THE MINORITY AND VULNERABLE GROUPS
- ENGAGE IN POLEMICS WITH SUBSCRIBERS ON ANY ISSUES

## 7. Performance indicators for the evaluation of results

- 200,000 people (at least 2,000 likes, comments and re-posts);
- Information campaign covered all the activities of implementing partners within the project such as trainings, community events, health and environmental projects of internal migrants living in the new settlements.

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

- Bachelor's degree in Social Sciences, Mass Media, Urban Development, Ecology, Green Energy and Economy or another related field;
- At least 3 years of experience in developing and conducting information campaigns;
- Excellent knowledge of social media marketing principles;
- Proven communication skills, with a strong command of Russian and 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.

Prepared by:   
Z. Esentaeva, Project Manager

Date: 03.02.2022

Verified by:   
B. Moldobaeva, Head of Office

Date: 03.02.2022

Signed by: \_\_\_\_\_  
Consultant

Date: \_\_\_\_\_