

## Terms of Reference for National Census Communications Consultant

TERMS OF REFERENCE	
<b>Hiring Office:</b>	UNFPA Country Office, Nepal
<b>Title:</b>	National Census Communications Consultant
<b>Scope of work:</b>  <i>(Description of services, activities, or outputs)</i>	<p><b>Summary:</b></p> <p>The overall purpose of this assignment is to support the National Statistics Office (NSO) with communication activities for analysis and dissemination phase of the 2021 Population and Housing Census (PHC 2021) of Nepal.</p> <p>UNFPA Nepal will recruit a national consultant to support the NSO for media relations and communications activities during the analysis and dissemination phase of the census to ensure that the census results are communicated in a way that is understandable and accessible to a wide range of stakeholders, and that the data is used to inform policy and decision-making at all levels of government.</p> <p>Specific tasks and deliverables are outlined below.</p> <p><b>Background:</b></p> <p>Nepal conducted the Population and Housing Census in November 2021 (NPHC). In March 2023, the National Statistics Office (NSO) released the main results and a data visualisation platform. The NSO continued to release data throughout 2024 and to expand the data visualisation platform. The NSO developed two thematic reports: population characteristics, and housing households and household assets. A further 11 thematic reports will be supported by UNFPA through CDPS/TU between March and October 2024, in two batches: Batch 1 (births and fertility; internal migration; international migration; mortality) and batch 2 (nuptiality; urbanization and development; religion; language; ageing; labour force and economic activities; demographic dividend). Each of these thematic reports will be synthesised into a policy brief. UNFPA will support the development of the population projections and the census atlas. The remaining seven thematic reports (education; caste and ethnicity; children; youth; single women; gender dimensions; disability) will be supported by other partners through bi-lateral arrangements with the NSO.</p> <p>The NSO has been using different strategies to disseminate the information gathered in the census. The dissemination of census results has been through printed tables and reports, as well as through electronic media including electronic tables, a web-based data visualization platform and an interactive database.</p> <p>The PHC 2021 has been undertaken in an entirely new socio-political context where the demand for data and the expectations of the census results, in relation to political representation and allocation of resources at sub-national level, are high.</p> <p>Advocacy, publicity and effective communications and engagement with the media at all stages of census operations is vital, including for the analysis and dissemination of census results and products. In order to ensure the success of the post-census activities, it is important that the media, Governments and</p>

Civil Society stakeholders and entire population be well informed of the dissemination plans including release dates of particular products, processes of deriving products and defining indicators and categorisation of variables, in order to build ownership of the census results and maximize the use of the data. UNFPA is supporting the NSO to ensure close coordination amongst all relevant stakeholders including development partners, handling sensitive issues carefully and proactively. It is also vital that the stakeholders are well informed about the census results and various products and that the NSO is well prepared beforehand to ensure results are owned by relevant communities and population sub-groups through proactive sensitization and communications using appropriate means including mass media.

In this context, UNFPA Nepal is recruiting a National Communications Consultant to support the NSO for media relations and communications activities during the analysis and dissemination phase of the census to ensure that the census results, including results of the thematic reports and policy implications messages, are communicated in a way that is understandable and accessible to a wide range of stakeholders, and that the data is used to inform policy and decision-making at all levels of government.

Major tasks and expected deliverables are described below.

**Specific tasks include:**

1. Develop a comprehensive plan for communicating census results and products for the remaining months of 2024 including a calendar (up to 2 working days in Quarter 2 of 2024).
2. Monitor media coverage related to the release of census thematic reports and the preparations for releasing key results. Provide guidance on suitable responses as needed (up to 5 working days between Quarter 2 and Quarter 4 of 2024).
3. Provide support to the NSO in the management of media relations- including to organize and coordinate media interviews, press conferences and other media events related to census results (up to 2 working days between Quarter 2 and Quarter 4 of 2024).
4. Contribute to the development of digital communication materials, transforming census thematic reports and other results into clear and concise texts suitable for dissemination to media, the public, and/or internal audiences (up to 14 working days between Quarter 2 and Quarter 4 of 2024).
5. Create and publish articles and interviews derived from census findings featuring discussions with policymakers, legislators, planners, academics, ministers, experts, and other relevant individuals (up to 8 working days between Quarter 2 and Quarter 4 of 2024).
6. Provide assistance in crafting monthly census newsletter (with new data and products added to the website and the web-based data visualization platform and activities and events relating to the thematic analysis, dissemination and use of the data) and ensure its timely distribution to media outlets, local-level authorities, members of the federal and provincial parliaments, as well as various federal government agencies (up to 14 working days between Quarter 2 and

Quarter 4 of 2024).

7. Support NSO for engagement in advocacy initiatives with Federal Ministers, Chief Ministers of the Provinces, the Chief of the Constitutional Commission, Mayors and Chiefs of local government levels in the Kathmandu Valley to communicate and discuss the Census 2021 results and census policy briefs (up to 3 working days between Quarter 2 and Quarter 4 of 2024).
8. Provide constructive feedback and suggestions to enhance the interactivity and user-friendliness of the census results displayed on the census website, with the goal of improving overall user satisfaction (up to 2 working days between Quarter 2 and Quarter 4 of 2024).
9. Undertake other tasks as required by NSO and UNFPA related to the census communications work.

**Expected deliverables:**

1. Comprehensive communications plan for communicating census results and products for 2024 including a calendar (up to 2 working days in Quarter 2 of 2024).
2. Daily scans of mainstream media coverage compiled into weekly digest of key messages related to release of key census results and thematic reports. The digest will contain guidance on suitable responses as needed by NSO (up to 5 working days between Quarter 2 and Quarter 4 of 2024).
3. Proceeding summary reports on support provided for the organization and coordination of media and public events related to the census (up to 2 working days between Quarter 2 and Quarter 4 of 2024).
4. Inputs to the development of digital communication materials (e.g. briefings, posters, infographics and presentations) based on census thematic reports and other key census results for dissemination to media, the public, and/or internal audiences (up to 14 working days between Quarter 2 and Quarter 4 of 2024).
5. Produce and release articles and interviews based on census data, featuring interviews with policymakers, legislators, planners, academics, ministers, experts, and other pertinent figures (up to 8 working days between Quarter 2 and Quarter 4 of 2024).
6. Monthly census newsletter developed and disseminated to media outlets, local-level authorities, members of the federal and provincial parliaments, as well as various federal government agencies (up to 14 working days between Quarter 2 and Quarter 4 of 2024).
7. Reports on the NSO's advocacy efforts with Federal Ministers, Chief Ministers of the Provinces, the Chief of the Constitutional Commission, Mayors, and Chiefs of local government levels in the Kathmandu Valley to communicate and deliberate on the census results and policy briefs (up to 3 working days between Quarter 2 and Quarter 4 of 2024).
8. Inputs to updating the NSO website including advice on usage of the Census Data Visualization Platform (up to 2 working days between

	Quarter 2 and Quarter 4 of 2024).
<b>Duration and working schedule:</b>	<p>Duration will be from <b>13 May 2024 to 13 December 2024</b>.</p> <p>Tentative assignment of maximum 50 working days, as per the working scheduled mentioned above for each deliverable and based upon submitted timesheets, approved by UNFPA.</p> <p>The consultant will be paid in three instalments based on actual number of days of work completed (pro-rata) as demonstrated through actual deliverables as specified above and based upon submitted timesheets, approved by UNFPA. The instalments will be as follows:</p> <ol style="list-style-type: none"> <li>1. End of June 2024;</li> <li>2. End of September 2024;</li> <li>3. End of Contract.</li> </ol> <p>Besides the consultancy fee, the cost of travel will be paid on an actual basis by UNFPA.</p>
<b>Place where services are to be delivered:</b>	National Statistics Office, Thapathali, Kathmandu and UNFPA Country Office, UN House, Lalitpur, Nepal.
<b>Delivery dates and how work will be delivered (e.g. electronic, hard copy, etc)</b>	All the final deliverables will be delivered in electronic copies in line with the delivery dates mentioned above.
<b>Monitoring and progress control, including reporting requirements, periodicity format and deadline:</b>	<p>Milestones and timelines for the assignment will be agreed upon at the beginning of the contract.</p> <p>UNFPA and NSO will provide periodic follow-up and monitoring based on the working schedule to ensure timely delivery of the tasks as well as timely mitigation of any unexpected obstacles.</p>
<b>Supervisory arrangements:</b>	The consultant will be supervised by the Census Coordinator, UNFPA. The consultant will work under the auspices of the core census team at the NSO.
<b>Expected travel:</b>	The consultant may be required to travel within Nepal for face-to-face interaction at media events and other relevant public events in relation to census communications and monitoring and support. UNFPA will cover all the costs pertaining to the travel as per the applicable UNFPA policies.
<b>Required expertise, qualifications and competencies, including language requirements:</b>	<ul style="list-style-type: none"> <li>• Master's degree in broadcast journalism, print journalism, mass communication, or mass media; population issues.</li> <li>• At least 10 years of working experience in the relevant area in implementing media strategies; working with a variety of media outlets such as television, radio, newspapers, to establish partnerships; writing and editing technical materials for public and/or internal audiences.</li> <li>• Strong presentation and communication skills.</li> <li>• Ability to work with different teams, and deliver to meet deadlines.</li> <li>• Proven track record of delivery of high quality products within deadlines.</li> <li>• Excellent command of Nepali (reading, writing and speaking).</li> <li>• Good command of English (reading, writing and speaking).</li> </ul>
<b>Inputs / services to be provided by UNFPA or implementing partner</b>	The consultant will be supported by the NSO census core team. The consultant will also work with UNFPA Population and Development team and Communications team and engage collaboratively with authors and co-authors and other experts involved in thematic reports and other census products and services.

<b>Working conditions:</b>	Admin. Requirements		
	Location:	Office space required:	Others:
	NSO Office Premise, Thapathali	Yes, NSO to arrange workspace as required	None
	IT requirements		
	Desktop required:	Email access:	Others:
	No	No	None
<b>Other relevant information or special conditions, if any:</b>	The consultant should be available as per the work plan (Specific task 1) agreed by UNFPA and NSO.		