CONSULTANCY
Terms of Reference

Consultant for “Early Childhood Development technical support” – RFP2020/UHL/NMC/006

This request for bids is issued by:

<table>
<thead>
<tr>
<th>Unit:</th>
<th>PMNCH Secretariat</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department:</td>
<td>HQ/NMC</td>
</tr>
</tbody>
</table>

1. Purpose of the Consultancy
Under the supervision of the Coordinator of the Partnership for Maternal, Newborn & Child Health (PMNCH) Secretariat, the main tasks and deliverables are to provide technical support for Early Childhood Development (ECD).

2. Background
Early Childhood Development is one of six thematic “gap” areas supported by the Partnership for Maternal, Newborn & Child Health (PMNCH). As such, PMNCH will support a variety of deliverables on ECD issues as part of its 2020 Workplan, supporting its 2018-2020 Business Plan.

The consultancy will advance progress in the following areas:

(1) **Global advocacy and knowledge for ECD**, including through alignment and collaboration of PMNCH partners in the development of a joint strategy and related products (e.g., website, e-blasts, advocacy working group, advocacy toolkit) under the Nurturing Care for ECD umbrella. The Nurturing Care Framework for ECD framework was launched by the World Health Organization, UNICEF, and the World Bank Group in 2018, and supported by PMNCH and the ECD Action Network. Launched at the time of the 71st World Health Assembly in May 2018, the Framework provides a roadmap for action and results to catalyse achievement of the Sustainable Development Goals and the Survive, Thrive, and Transform targets of the Global Strategy on Women’s, Children’s and Adolescents’ Health, 2016-2030.

(2) **Regional- and country-level capacity building** for knowledge-sharing on ECD implementation, including through multi-country regional workshops aimed at sharing success stories and best practices and building skills for data- and evidence-based advocacy (e.g., in the Africa region).

3. Planned timeline and work effort
The work will be undertaken on a part-time basis from February to December 2020; time requirement will be equivalent to 100 days throughout this period.

4. Work to be performed
Key deliverables and tasks are as follows:

(1) **Global advocacy and knowledge for ECD:**

(A) Support the development of the Nurturing Care for ECD Website and related e-blasts (www.nurturing-care.org):

- Maintain the Nurturing Care tracking sheet up to date. The tracking sheet consolidates information provided by partners or website searches on where/how the Nurturing Care
Framework is being disseminated and/or taken up. It serves as the back end for the news, events, and features section of the website.

- Transform contents in the tracking sheet into “upload-ready” content. For example, write up the accompanying description for a new publication or develop the story for a past event (including title, photos, captions, links).
- Oversee the identification and development of at least eight “A Word from our Partner” stories (feature on the home page). These are “spotlights” or “a closer look” stories that provide a glimpse into how a partner (government, NGO, UN, academic institution etc.) is operationalizing the Framework. This could also be stories about traditional or non-traditional stories who have embodied the Framework and elevated attention to early childhood development.
- Liaise closely with the web team recruited by PMNCH to review material identified by the web team (e.g., tweets, potential stories), develop and review new pages/stories, determine content placement on the site, and ensure the site continues to be user-friendly (e.g., remove clutter, ensure content is easy to find).
- Develop with ECDAN up to 4 e-blasts (i.e., 1 per quarter) for the global Nurturing Care community showcasing the latest developments at country level, updates from the various working groups, direct readers to new content on the website, and invite partners to send in their contributions for the site. The e-blast will be disseminated by ECD Action Network (ECDAN).

(B) Support the PMNCH ECD Advocacy Working Group and related products

- Co-facilitate the PMNCH ECD Advocacy Working Group and support members to develop and execute a joint advocacy strategy, define and develop materials for an advocacy toolkit, and disseminate and utilize products developed through the group, including in digital form through the PMNCH and Nurturing Care websites, as well as the ECDAN Knowledge Hub;
- Liaise with designers and authors on the development of advocacy products;
- Collaborate on strategic opportunities for high level champions of ECD in relation to key calendar moments in 2020 at global, regional and national levels;
- Coordinate a small working group to identify and/or develop audio-visuals that can be open access for use as part of advocacy efforts (e.g., the case for investing in ECD, why nurturing care matters) or technical guidance (e.g., illustrating serve and return);
- Provide guidance on the development and dissemination of a national case study (i.e., from India) documenting experiences and lessons learned with advancing attention to and investments in ECD in the national context. Case study to be published on www.nurturing-care.org, as well as www.pmnch.org;
- Participate and contribute to meetings or workshops deemed relevant by PMNCH for ECD advocacy deliverables under this contract, including Nurturing Care Coordinating Team meetings (virtual, 2x/month); Nurturing Care Advocacy Working Group meetings (virtual, 2-3x/month); PMNCH ECD portfolio planning meetings and grant reporting efforts (as per agreed donor reporting schedules, including the PMNCH-Bernard van Leer Foundation grant, ending 30 June 2020);
- Provide strategic advice to PMNCH on how to increase visibility for ECD advocacy, accountability and knowledge goals, e.g., through outreach to partners on joint activities/campaigns where ECD can be elevated (e.g., preliminary discussions on a “Responsive Caregiving for ECD” umbrella campaign effort).
(2) Regional- and country-level capacity building

(A) Multi-country advocacy capacity building workshop

- Together with PMNCH partners (e.g., WHO, Countdown to 2030) and PMNCH secretariat colleagues, develop and implement a multi-country workshop in the Africa region to increase capacity of national partners to improve evidence-based advocacy skills for the integration of ECD in national health planning/programmes, ie, in Q2 2020;
- Document outcomes of the meeting, including recommendations for future activities related to ECD health integration goals.

5. Technical Supervision
The selected candidate will work under the supervision of:

| Project management | Coordinator, PMNCH Secretariat |

6. Specific requirements

Qualifications required:
• Essential: Advanced university degree (Master’s degree or equivalent) in public health, education, international relations, or related area.

Experience:
Essential
• Minimum of 10 years of professional experience in planning and programming related to Early Childhood Development issues in a national context;
• Minimum of 5 years’ experience in writing/editing related to Early Childhood Development issues for professional audiences;
• Prior experience working with a UN or similar agency in a fast-paced environment with tight deadlines.

Skills / Technical skills and knowledge:
• Strong technical writing and editing skills applied to online/digital products;
• Strong planning and coordination skills related to international workshop production.

7. Place of assignment
The place of assignment will be the consultant’s normal place of residence.

8. Application
Applications must be submitted no later than 13 February 2020 at 17:00 hours Geneva time to pmnch-rfp@who.int and include: CV, cover letter including consultant fees. Please state the following RFP reference number in the email: RFP2020/UHL/NMC/006. Applications after the deadline and/or incomplete application will not be considered.