Initial terms of reference

**Title:** Promotion and engagement – Consultancy in the Vaccine Safety Net (VSN) Secretariat

**Contract type:** Consultancy

**Planned start date:** 1st April 2020

**Duration of consultancy:** Initial contract of 3 months with possibility of extension

**Duty Station:** WHO Headquarters, Geneva, Switzerland

**Organization unit:** HQ/MHP/RPQ/REG/PVG – Division of Medicines and Health Products; Department of Regulation and Prequalification, Regulation and Safety, Pharmacovigilance.

**Remuneration (travel costs excluded):** Monthly consultancy fee of maximum 8'000 USD at 100% FTE

**CV and letter of motivation** should be sent to: sahinovici@who.int copy to gysi@who.int with subject: “Expression of Interest VSN Promotion and Engagement consultancy”

**Deadline for applications:** 15 March 2020

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1. **Purpose of the consultancy**

The consultant will be expected to provide expertise for strategically promoting the Vaccine Safety Net project by enhancing the Network’s online visibility, social channels and library of promotional resources. The consultant will also be expected to develop and maintain an engagement strategy with the VSN membership. The consultant will be part of the VSN secretariat based in WHO Headquarters in Geneva.

2. **Background**

The Vaccine Safety Net is a worldwide network of websites, established by the World Health Organization (WHO) in 2003, to facilitate the access of public health authorities, health professionals and the public to reliable information on vaccine safety found on the Internet. Its initiation was the result of the increasing number and detrimental effect of websites providing unbalanced, misleading and alarming vaccine safety information. As a consequence, governments, key non-governmental organizations and the United Nations Children's Fund (UNICEF) requested a mechanism facilitating the identification of and access to reliable sources of information on the Web.

In 2019, the VSN is arguably more relevant than ever, considering that:

- The web is the main source of information for an increasing percentage of the world population, including in the developing world.
- It is easier than ever before to spread vaccine-related misinformation, due to the advent of the internet.
• Reliable information and resource sharing on digital channels are crucial in order to combat the dissemination of false and misleading information.
• Coordinated and targeted efforts are key to effectively tackling these issues.

3. Work to be performed

Output 1: The Vaccine Safety Net project and its membership promoted globally
Activity 1.1: Develop and maintain the VSN marketing and promotion strategy
Activity 1.2: Develop and maintain the VSN social media strategy across various channels
Activity 1.3: Manage daily the various VSN social media accounts
Activity 1.4: Produce graphics, videos and communication materials to promote the VSN
Activity 1.5: Develop and maintain the Vaccine Safety Communications e-library marketing and promotion strategy
Activity 1.6: Manage and monitor the integration of the VSN visual identity on members’ homepage
Activity 1.7: Participate in the activities of VSN Secretariat and the VSN Advisory Group

Output 2: The Vaccine Safety Net project and members’ engagement strategy defined and implemented
Activity 2.1: Create new members on-boarding package to promote engagement
Activity 2.2: Propose an engagement strategy for the various VSN working groups hosted on the VSN portal
Activity 2.3: Contribute to the ongoing design, accessibility and content of the “Website’s Minimum vaccine and vaccine safety information package”
Activity 2.4: Initiate membership engagement and develop relationships for member contribution to various VSN based projects
Activity 2.5: Design, setup and manage the VSN cafés
Activity 2.6: Assess opportunities in using novel technologies to address online misinformation and stamp WHO vaccine safety reliable information

4. Expected Deliverable(s)
• Working with the VSN Digital Expert to develop KPI’s and provide measurable growth across all VSN digital platforms
• Package of promotional resources to onboard new VSN members
• Promotional video for the VSN and the VSC e-library
• VSN café calendar of events

5. Specific requirements

- Qualifications required
  • University degree in Business Administration, Project Management, Design, IT, Computer Science or related discipline.

- Experience required
• Demonstrable experience of running projects independently with multiple stakeholders.
• Proven success in bringing multi-disciplined stakeholders together in an international environment / organization to complete common objectives.
• Demonstrable experience of delivering measurable growth within design, branding and marketing as a service provider.
• Experience in managing Social Media channels, providing analytics and insights
• Digital Communication.
• Graphic design (Adobe – Photoshop, Illustrator, InDesign) and branding.
• Understanding of Google Analytics, SEO, CMS (Drupal).
• Understanding of public health and vaccine safety topics.

- Skills and knowledge required
  • Ability to adapt and manage deliverables and resources in a climate of change, and to think and act quickly under pressure yet remain effective;
  • Ability to effectively collaborate with teams in an international, multi-cultural, multi-disciplinary environment separated by geographical locations and working under different time-zones;
  • Ability to promote best practices, advise on improvements, apply information from a broad range of sources;
  • Excellent interpersonal skills with the ability to influence, negotiate, advocate, motivate, resolve conflict, and adapt relevant leadership styles to a variety of situations;
  • Excellent oral and written communication;
  • Excellent analytical and problem solving skills;
  • Proactive, flexible, resourceful and able to work independently with limited supervision.

- Language requirements
  • Expert knowledge in spoken and written English.

6. Duration
This position is intended to be 100 %. The overall period covered by this RFP is April 2020 to December 2021. The contractual arrangements will be organized in phases. Phase one will cover the period from April to June 2020. Phase two will cover the period from July 2020 to June 2021 and phase three will cover the period from July to December 2021. Each phase will be covered by a single contract. The renewal of each contractual phase will be subject to the review of achievements.

7. Place of assignment

The consultant will work at WHO headquarters in Geneva, Switzerland.

All travel arrangements will be made by WHO – WHO will not be responsible for tickets purchased by the Consultant without the express, prior authorization of WHO. While on mission under the terms of this consultancy, the Consultant will receive subsistence allowance in line with the instructions applicable locally, or up to the maximum of the UN DSA. The Consultant shall apply for a UN Certificate prior to travelling.
This Request for Proposals is not an advertisement for a Staff position: Consultants shall perform the work as independent contractors in a personal capacity, and not as a representative of any entity or authority. The execution of the work under a consultant contract does not create an employer/employee relationship between WHO and the Consultant.