Initial terms of reference

☒ Expression of Interest for consultancy contract

Title: Vaccine Safety Net (VSN) digital expertise in the Secretariat
Contract type: Consultancy
Planned start date: 10 February 2020
Duration of consultancy: Initial contract of 4.5 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 80% FTE ("Experts” consultant pay range)
CV and letter of motivation should be sent to: sahinovici@who.int copy to gysi@who.int with subject: “Expression of Interest VSN digital expertise consultancy”
Deadline for applications: 25 January 2020

1. Purpose of the consultancy

To provide expertise for strategically advising the VSN management in the digital sphere and innovation and managing the VSN digital tools and projects.

In particular, the contractual partner is expected to coordinate third parties / vendors for the flawless execution of projects, ensure that all projects are delivered on-time, within scope and within budget, assist in the definition of project scope and objectives, involving all relevant stakeholders and ensuring technical feasibility, track and evaluate VSN initiative’s KPIs and introduce new KPIs when appropriate, analyze initiative’s outcomes, identify improvement opportunities and implement changes.

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

3.1 The VSN Portal
The VSN Portal is the “shop window” for the VSN. Its objective is to be the main point of access for information regarding vaccine safety for the public. In alignment with the VSN’s digital strategy, the goal of the VSN Portal is two-fold. The first goal is to direct the general public searching for vaccine safety information to the relevant sources for them. The second role of the Portal is the portrayal of the VSN and its mission, providing clear information and describing the criteria for its members.

Expectations:
- Increase monthly member login and general public visits,
- Improve the layout of the member’s-only section in terms of attractiveness and ease to use (user-friendly) so that collaborative work (opinions and/or tips’ exchange, projects) is conducted in an efficient manner
- Discuss and identify possibilities to use a part as a repository of webinars of courses in the members’ only section

3.2 The Vaccine Safety Communications (VSC) e-library
The VSC e-Library is a repository of digital resources related to vaccine safety communications. In the case of this digital initiative, it is important to differentiate the audience of the platform from the audience of the resources it stores. The users the e-Library caters to, are its members, other institutions requiring materials on the topic of vaccine safety, as well as health practitioners, health promotion officers, and policymakers. On the other hand, contents found on the e-Library are expected to also help its users address the general public.

Expectations:
- Migrate the platform to a digital solution supported by WHO
- Introduce process to automatically remove all dead links
- Increase monthly visitor numbers by improving the layout and make it more compelling
- Find solutions so that the filters used cover the resources
- Address issues with resources visibility and suggest alternative methods to rank the resources in terms of number of views, number of downloads, number of likes etc
3.3 VSN Analytics
The VSN Web Analytics project is unique in its observation role. This initiative is vital, as it is aligned with VSN’s goal of understanding internet users ‘needs, behaviours and preferences. The main objective of the Analytics is to inform the VSN. Informed guidelines and action plans can be formulated based on the insights and strategic information gained from a broad information collection.

The Analytics project has a secondary aim: following the VSN’s value stream. Insights gained can help VSN members to improve their websites, adding value to the whole ecosystem. This initiative is a major opportunity for the VSN, since on top of providing essential intelligence, it can bring significant value to members and partners. A comprehensive Analytics project would benefit all the entities in the vaccine safety space.

Expectations:
- Analyse findings and propose best practice and optimal strategy for the continuation of the project – establishing key goals and objectives with timelines.
- Initiate a plan setting individual goals for participating network members, helping them to achieve them. Initiate a “hot line” or group sessions for members to ask their questions and discuss the issues they face.
- Make a pros /cons evaluation of hosting the data on the WHO database vs other data bases. Suggest the optimal solution for hosting the analytics data, e.g. VSN portal, or separate portal.

3.4 Vaccine safety chatbot
The WHO’s vaccine safety group has partnered with an external provider to develop a simplified version of a chatbot with the following goals: the chatbot answer basic questions related to the topic of Vaccine Safety, 15 themes have been considered after a quick VSN market study. The MVP has shown the possibilities and capabilities of such tool to enhance vaccine safety communication and serve as basis for the next phase of the vaccine safety chatbot development. This innovative project has long term ambition.

Expectations:
- Supervise the development of the Vaccine Safety chatbot by facilitating the interactions between the various stakeholders in charge of the digital solution development, the incrementation of the vaccine safety knowledge basis and the integration of the chatbot into the VSN portal as well as interested VSN members and other stakeholders.

3.5 Potential new initiatives or contribution to existing ones
- Assess opportunity in using novel technologies to address online misinformation and stamp WHO vaccine safety reliable information.
- Assess the pertinence and usability of developing a dedicated VSN mobile application
- Contribute to the “design” and “accessibility” VSN criteria 2.0 in the context of the Minimal Information Package
- Contribute to setting out vision and strategy for: Facebook, Instagram, YouTube, Pinterest, LinkedIn
- Manage the VSN visual identity
4. **Expected Deliverable(s)**

- Digital strategies proposed to the VSN management to enhance VSN positioning in the digital sphere and innovation
- VSN digital tools and projects timely and efficiently managed

5. **Essential Knowledge and Skills**

- Proven skills in the areas of project management, planning, organizing, and resourcing, with a careful attention to detail to continuously monitor progress actions and initiatives;
- 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, independently perform research, and 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.

6. **Education Qualifications**

*Essential*
First-level university degree in Business Administration, Project Management, Engineering, Computer Science or related discipline.

*Desirable*
Professional qualification or foundation certification in project management methodologies such as PMI, Prince 2, & Agile SCRUM. Certification on Lean, Six Sigma, or ITIL v.3

7. **Experience**

*Essential*
- At least five (5) years of recent professional experience in programme / project planning, management and successful delivery of complex cross-functional or interdependent projects, some of which should be at the global or international level;
- Of which, three (3) years of successfully implementing IT projects in more than one location/site, or projects with a wide end-user base;
- Proven experience in writing business plans, project-related documentation, and/or technical papers
- Digital Communication
- Digital Marketing
- Web programming – back end; Web development – front end
- Solid Understanding of Google Analytics, SEO, CMS (Drupal)

8. **Use of Language Skills**
   - Expert knowledge in spoken and written English.
   - Knowledge in French is desirable, but not mandatory.

9. **Duration**
This position is intended to be 80%. The overall period covered by this RFP is January 2020 to December 2021. The contractual arrangements will be organized in phases. Each phase will be covered by a single contract. The renewal of each contractual phase will be subject to the review of achievements.

**All work is to be performed on site at WHO headquarters in Geneva, Switzerland.**

There is no guarantee of continued and/or ongoing employment with WHO in any capacity following the end of this contract.