Call for Expressions of Interest and Proposal

VN021 - International Communications and Advocacy Consultant

1. Background:
Viet Nam has one of the highest male tobacco smoking rates in the world, partially driven by one of the lowest tax rates in the world. Consequently, tobacco use causes more than 40,000 deaths each year and remains a leading cause of preventable noncommunicable diseases. Tobacco industry interference in the country has also been persistent and strong. Although rates of smoking traditional tobacco products are decreasing, levels still remain high. Current key tobacco control efforts include driving an increase in the tobacco tax to a level that will reduce product sales and usage.

In addition, although Viet Nam has made some progress in reducing smoking of traditional tobacco products amongst youth, there has been increased usage of harmful new nicotine and tobacco products. WHO is concerned that these products are on the open market and aggressively marketed to young people.

The aim of this consultancy is to strengthen proactive communications and advocacy work to help address these challenges.

Expected outcome(s)

- Outputs: Communication and advocacy materials and activities will be successfully prepared for C4H and NCD Risk Factor Prevention and Control technical officer approval, following the C4H Action Plan 2024 – Tobacco Control, other relevant activities and the 2024-2027 WHO Viet Nam Country Office Workplan. This will include:
  - Creating, writing, designing and editing advocacy and other communications material (hard and soft copies), including policy briefs, presentations and fact sheets
  - Creation of target audience focused social and traditional media products and input into other new materials (e.g., cartoon youth campaign)
  - With C4H team, use behavioural insights to develop, implement and evaluate communications and advocacy products and activities (including gathering and using evidence to inform and evaluate materials and activities)
  - Assit with event coordination if required
  - Writing of speeches, press releases and other materials (e.g., web stories, short video scripts)
  - Perform other tasks as required.
  - Deliverable 1: Designing/ writing new and editing existing communications and advocacy products
  - Deliverable 2: Generating and analysing evidence to inform and evaluate products, including approximately; two stakeholder surveys, three social listening reports and one image and message test conducted
• Deliverable 3: Implementing the C4H Action Plan, including, tax policy brief edits, and approximately; four additional social media graphics (with online impact analysis), one press release and two speeches/ video scripts.

• Deliverable 4: Monthly progress reports on communication activities

• Deliverable 5: A final report at the end of the contract that details the key achievements and support provided to the WHO office and counterparts.

2. Planned timeline:
   Start date: 1 July 2024
   End date: 31 December 2024

3. Specific requirements
   a. Qualifications required:
      • *Essential*: University degree in communications, public relations, public health or related field from a recognized university.
      • *Desirable*: Advanced training demonstrated in communications, public relations, media communication public health or related fields.

   b. Experience required:
      • *Essential*: Minimum of five (5) years of experience in communications or public health related field, with some work conducted using behavioural insights
      • *Desirable*: Experience in international organizations and NGOs, preferably on health-related issues. Work experience or knowledge of working with ministries of health an asset.

   c. Skills and knowledge:
      • Ability to communicate effectively (written and spoken), with a target audience focus to facilitate positive health outcomes
      • Ability to use necessary online tools, including design software
      • Ability to establish harmonious working relationships as part of a communications team and with other technical teams
      • Ability to work flexibly and responsibly across time zones, cultures and countries in Asia and the Pacific
      • Ability to adapt to diverse educational and cultural backgrounds and maintain a high standard of personal conduct.

   d. Language requirements:
      • Written and spoken fluency in English is essential.

   e. Competencies
      • Teamwork
      • Respecting and promoting individual and cultural differences
      • Communication
      • Knowing and managing yourself
      • Producing results
4. **Place of assignment**
   Remote and/or Hanoi

5. **Medical clearance**
   The selected Consultant will be expected to provide a medical certificate of fitness for work.

6. **Travel**
   If remote based, some travel to the Country Office is expected and possibly to other activity sites in Viet Nam.

Those who are interested can contact our focal person before/by **15 June 2024**

Administrative Officer
World Health Organization
wpvnmaplicants@who.int

*Subject: VN#21 - International Communications and Advocacy Consultant*