

**Terms of Reference  
Consultant  
Communications and Knowledge Management  
Global Health Cluster**

This consultancy is requested by:

Unit:	Global Health Cluster
Department:	Health Emergency Interventions / WHO Health Emergencies Programme

**Background**

As Inter-Agency Standing Committee (IASC) designated Cluster Lead Agency, the World Health Organization (WHO) hosts the Global Health Cluster (GHC) within the WHO Health Emergencies Programme (WHE). Global Health Cluster agencies work collectively, in support of national authorities, to provide timely, effective and appropriate actions to minimize the health impacts of humanitarian and public health emergencies through strengthening of service delivery, addressing gaps, and promoting effective leadership. Currently there are approximately 900 Health Cluster partners (of which 59 are at global level) across 31 Country Health Clusters, targeting the health needs of 83.8 million people.

**Global Health Cluster Unit**

Within WHO's Health Emergencies Programme, the Global Health Cluster (GHC) unit leads, coordinates and monitors the work of the Global Health Cluster and coordinates its work with other partner agencies, WHO Departments and Regional Offices. The GHC unit contributes to the effectiveness and quality of Country Health Cluster performance by promoting predictable response and collective action by GHC partners in accordance with IASC and health sector related policies and good practice. This work is guided by the GHC Strategy 2020-2023.

The COVID-19 pandemic presents an unprecedented threat to global public health and socio-economic stability particularly in countries affected by humanitarian crises where health systems are weak and large numbers of vulnerable people live in sub-optimal conditions which may accelerate COVID-19 transmission. In response, the Global Health Cluster has scaled-up its country coordination support to provide context appropriate technical and operational guidance to effectively implement the COVID-19 Strategic Preparedness and Response Plan (SPRP 2021) as an integral component of the 2021 Humanitarian Response Plans both to mitigate the direct impact of COVID-19 but to also maintain the provision of existing humanitarian action, including essential health services.

The GHC COVID-19 Task Team was established in May 2020 to lead this work within the context of its Terms of Reference and overall objectives including: (1) collate country-level technical, operational and coordination challenges; (2) promote and support adaptation and use of COVID-19 guidance for low capacity and humanitarian settings; (3) support multi-sectoral action (4) capture and share lessons learned, good practices; and (5) advocacy to address unmet needs/ operational barriers.

**Purpose of the consultancy**

The purpose of this consultancy is to support the **Global Health Cluster COVID-19 Task Team and wider Global Health Cluster unit** on communications and knowledge management for the COVID-19 response and related work.

**Specific objectives of consultancy**

Under the supervision of the Global Health Cluster Focal Point for the GHC COVID-19 Task Team the consultant will work in close collaboration with GHC Unit, GHC COVID 19 Task Team, and other external subject matter experts to undertake the following activities:

1. Produce key COVID-19 and other core GHC communications materials
  - Quarterly GHC dashboards
  - COVID-19 key messages, infographics, visuals as needed by the COVID-19 Task Team
  - Global Health Cluster Annual Report 2021
2. Support COVID-19 and other information sharing using GHC platforms
  - Frequent updates to the GHC website in Sitefinity, particularly to the COVID-19 pages
  - Support COVID-19 and other GHC webinars for partners and Health Cluster Coordinators
  - Maintain SharePoint, Knowledge Bank, Campaign Monitor, ListServ platforms for information sharing purposes
3. Gather and share COVID-19 country experiences, good practices, lessons learned and gaps
  - Produce web stories featuring country health clusters and GHC partners focusing on COVID-19 or other good practices, lessons learned or operational gaps
  - Collate resources from country health clusters and partners, sharing via multiple GHC communications channels
4. Support GHC Coordinator with crisis-specific and/or thematic webinars and periodic briefings
  - Support organization and related communication for crisis-specific and / or thematic webinars
  - Produce periodic briefings and reporting for key stakeholders

**Expected Deliverables**

- Two quarterly dashboards (August, December)
- Two Health Cluster Updates newsletters (August, December) with 2 partner profiles (August, December) and two health cluster stories (August, December)
- Regular Health Cluster COVID-19 newsletters and COVID-19 brief newsletters (guidance-only) as needed by the COVID-19 Task Team
- Health Cluster Annual Report 2021 by end of December
- Webinar and meeting Note for the Records for COVID-19 and/or thematic webinars / briefings.

**Timetable**

The timeline of these Terms of Reference is **1<sup>st</sup> August to 31<sup>st</sup> December 2021**. Any adjustment of this arrangement or establishment of a new agreement with different responsibilities and/or administrative arrangements, may be sought beyond the above period by WHO depending on performance and evolution of the Global Health Cluster program of work, in prior agreement with the Global Health Cluster Coordinator.

**Person specification**

Essential:

- First university degree in international relations, communications, management and/or other social sciences from an accredited / recognized institute.
- At least 2 years' relevant experience at national and international levels in communications and/or knowledge management.
- Proven working experience in writing and producing communications materials and products
- Demonstrated experience in managing websites/online platforms
- Excellent writing skills, proven through published documents, and ability to transform data into infographics
- Excellent IT knowledge and skills, including software applications and online platform management.
- Familiarity with the use of graphic design, visual design, social media, website development and publishing software.

Desirable:

- Advanced university degree in international relations, communications, management and/or other social sciences from an accredited / recognized institute.
- Proficiency in French and/or other UN languages.
- Prior working experience with WHO/UN or with an international nongovernmental organization.

**Budget**

The costs for the work include a monthly payment to the consultant and will be dependent upon experience and agreed by the GHC Coordinator.

**Administrative support**

Support for the consultancy will be provided by the GHC Unit based in WHO Geneva.

**Place of assignment**

This is a home-based consultancy.

**Travel**

Travel is not anticipated within the scope of this ToR.

**Medical clearance**

The selected consultant will be expected to provide a medical certificate of fitness for work.

**Application process**

To apply please send the **following by 16 July 2021 to [healthcluster@who.int](mailto:healthcluster@who.int)**

- letter of interest, highlighting examples of successful undertaking of similar work
- curriculum vitae