



TERMS OF REFERENCE FOR A LOCAL CONSULTANT TO CONDUCT SOCIAL MEDIA MARKETING OF ESWATINI TUNE ME PLATFORM

Duration:	7 months
Type of contract:	Individual Contract (IC)
Location:	Mbabane, Eswatini
Proposed Period:	June - 31st December 2025
Organizational unit:	UNFPA

Background

Eswatini also has a very youthful population, with about 34% of the population aged 10 – 24 years, which translates to over 400,000 young Emaswati. The government of His Majesty has made positive moves in youth development, guided by the National Development Plan 2023-2027 and the National Youth Policy 2020. Young people in Eswatini face numerous challenges which include:

HIV/AIDS - continues to be one of the most pressing challenges that young people in our country are facing, with heightened vulnerabilities for girls and young women. HIV prevalence among young females aged 15-19 years stands at 10.2%, compared to 1.9% for males the same age. In the age group 20-24, HIV prevalence amongst females is 38.2%, compared to 12.3% for males in the same age bracket. HIV incidence is also significantly higher amongst young females Emaswati (15-19) compared to the males of the same age group standing at: 3.84 for females compared to 0.84 for males.

Teenage pregnancy is also a challenge for adolescent girls. Currently, the adolescent birth rate in the country stands at 78 per 1000 adolescents, and teenage pregnancy is one of the main factors contributing to school dropouts. Related to early and unintended pregnancies is early sexual debut, with the median age at first sex at 16 years for girls and 18 years for boys.

Gender-based violence – Young people in Eswatini continue to experience very high levels of violence, again disproportionately affecting girls compared to boys. The national estimate is that 1 in 4 women had experienced some form of sexual violence by the time they were 18 years.

Poor access to Sexual and Reproductive Health (SRH) information & services – A limited number of health care facilities in the country have youth-friendly services, and this deters young people from accessing SRH information and services from these institutions.

Eswatini is among the 7 countries in East and Southern Africa (ESA) region under the Safeguard Young People (SYP) programme. The Tune Me platform provides young Emaswati with access to SRH, HIV and GBV information and inspires them to have accurate



information regarding their sexual reproductive health and rights. This is believed to trigger them to adopt positive, protective and healthy lifestyles. Tune Me also provides linkage to youth friendly health services. It is against this background that the Ministry of Sports Culture and Youth Affairs, ENYC, FLAS in collaboration with UNFPA Eswatini country office is recruiting an experienced consultant to manage and promote Tune Me.

Purpose and Objectives

The purpose of the consultancy is to provide social media marketing for Tune Me platforms in Eswatini.

Methodology and Approach

The consultant is expected to:

- Conduct a social media marketing campaign for promoting Tune Me platform using the existing social media pages: Facebook and X.
- In collaboration with ENYC, conduct outreach for promoting the Tune Me platform.
- Facilitate the collection of youth aspirations on their sexual reproductive health and rights.
- Lead the adaptation content shared from Regional Office (RO) to fit Eswatini context.
- All necessary guidance and documentation will be provided by ENYC, MOSCYA and UNFPA.

Deliverables:

Key deliverables will include:

- Monthly reporting showing indicators:
- Number of people reached by the campaign information.
- Number of times each person was exposed to the campaign information.
- Number of people reached by the campaign according to; age groups, sex, geographic location.
- Number of people who downloaded and had access to the app.
- Number of young people referred to services,
- Youth aspirations collected segregated by region, Inkhundla, sex and age groups

Management and Organisation

The consultant shall work closely with UNFPA Programme Analyst – Gender and Youth, and guidance from the Ministry of Sports Culture and Youth Affairs Directorate with oversight of the UNFPA Head of Office.

A core team for content evaluation will be formulated comprising representatives from MOSCYA, ENYC, SRHU, UNFPA to support the consultant in the adaptation of shared content to fit the Eswatini context.

Qualifications and Competencies

- UNFPA is looking for a highly experienced and qualified Local Consultant who is expert in the area of application development and has an extensive knowledge on social media marketing. The Consultant must:
- Have a Degree in Software engineering, Application development, ICT, social sciences; Community Development and any other relevant qualification.



- Have a minimum of 5 years work experience on social marketing in different international agencies, preferably the UN system.
- Have a thorough knowledge of ICT, especially application development.
- Have excellent analytical and writing skills in English;
- Familiarity with the Tune Me platform is desirable.

To apply

Interested candidates who meet the above qualifications should submit their letter of expression of interest, proposed timeline and budget (with clear daily rate) including CVs through to Ms Sally Mlota, PA/HRA, emails; mlotsa@unfpa.org or hand deliver to UNFPA, 4th Floor, UN House, Corner of Somhlolo Street and Madlenya Road, Mbabane. Applications should have a cover letter, curriculum vitae, and certified copies of certificates, names and contacts of three referees.

Deadline for applications: **Friday – 18 April 2025.**

Applications received after the closing date will not be considered.

Only shortlisted candidates will be contacted