

Call for Expressions of Interest and Proposal

VN064 – Under the guidance of the Viet Nam Country Office Communication for Health (C4H) Technical Officer, the consultant will provide communications support to the WHO Country Office in Viet Nam.

1. Background

WHO in Viet Nam is committed to fully leveraging the power of strategic communications as a tool for health, based on WHO's [C4H approach](#). As a result, WHO has recently established C4H Technical Officer positions in country offices to enable greater impact of health communications.

As these Technical Officers work to develop and implement a more evidence-based approach to communications, additional communications support from a Short-Term Consultant (STC) is required to support the broader introduction and implementation of the C4H approach.

Following the endorsement of the C4H Regional Framework at the seventy-fourth session of the WHO Regional Committee for the Western Pacific in October 2023, the Framework will now be rolled out across the region. In Viet Nam, this will involve embedding Framework principles into the Viet Nam Country Office key communication strategies and plans and working with local counterparts in understanding, developing, and implementing the C4H approach into key risk communications strategies and action plans.

As a result of this, WHO Viet Nam is recruiting a short-term consultant with the following terms of reference.

2. Planned timelines (subject to confirmation)

Start date: 1 February 2024

End date: 31 December 2024

3. Method(s) to carry out the activity

Depending on the home-base of the successful applicant, the work can be carried out remotely or in the WHO office in Hanoi.

The consultant will work under the supervision of the C4H Technical Officer WHO Viet Nam, working at times with the technical areas in the Country Office, including the disease control, health emergencies, and healthy lifestyle and environment teams.

The consultant will be required to submit monthly reports on the progress in achieving outputs and deliverables.

4. Work to be performed

Outputs: Communication activities will be successfully prepared for the C4H Technical Officer's approval, following WHO's communication activities calendar and the new 2024-2027 workplan (Project Document).

The consultant will work with the C4H Technical Officer and other communication focal points and technical officers responsible for health topic areas, and the C4H Officer and MEL consultant at the WHO Regional Office for the Western Pacific (WHO WPRO), to perform the following:

- (1) Provide technical support for the development of the C4H Action Plan for Viet Nam
- (2) Working with the WHO Viet Nam C4H team to support counterparts with understanding, adopting and implementing Framework components into risk communication strategies, plans and materials;
- (3) Using the C4H Framework lens to assist with embedding C4H components into CO communications content, including with storytelling, into speeches, videos, media responses, web stories, social media and press releases;
- (4) Liaise with WPRO communications team members and other WHO C4H Technical Officers across the region to introduce new Framework related methodologies into the Viet Nam Country Office and with local counterparts;
- (5) Perform other tasks as required.

Deliverable 1: Draft C4H Action Plan for Viet Nam

Deliverable 2: Storytelling training session for counterparts

Deliverable 3: Monthly progress reports on communication activities

Deliverable 4: A final report at the end of the contract that details the key achievements and support provided to the WHO office and counterparts.

5. 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, public health or related fields.

b. Experience required:

- *Essential:* Minimum of five (5) years of experience in communications or public health related field
- *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:

- Knowledge and understanding of C4H principles
- Ability to communicate effectively, with a target audience focus to facilitate positive health outcomes
- 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 quality results

6. **Place of assignment**

- Remote and/ or Hanoi, Viet Nam

7. **Medical clearance**

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

8. **Travel**

- If remote based, some travel to the Country Office and to activity sites in Viet Nam may be required

Interested candidates can submit their applications together with most updated CVs **on or before 5 January 2024** and should be addressed to:

Administrative Officer
World Health Organization
UN Building, 304 Kim Ma Street,
Hanoi, Viet Nam

OR

wpvnmapplicants@who.int

For further information on this TOR, please contact:
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