1. **Background of assignment**

The United Nations Office on Drugs and Crime (UNODC) is a global leader in the fight against illicit drugs and international crimes. It is a leading provider of specialized assistance to Governments for addressing the legal, criminal justice and rule of law aspects of counter narcotics, crime prevention and counter-terrorism. It operates in all regions of the world through an extensive network of field offices.

UNODC Global Programme on Cybercrime supports countries in strengthening capacities to prevent and combat cybercrime and has a particular focus on capacities in the areas of cybercrime and abuse prevention, cybercrime investigations and electronic evidence, and international cooperation in criminal matters involving electronic evidence crime and recover the proceeds of crime.

2. **Purpose of the assignment:**

Under the overall supervision of the UNODC Associate Cybercrime Programme Officer and in coordination with National Communications Officer, the media agency will be responsible for developing and implementing the multi-layered regional awareness campaign on the ongoing impacts of cyber threats. The strategies and approaches shall be discussed and presented to UNODC by the media agency before the campaign starts. With technical and logistical support from the media agency, UNODC will work in close cooperation with other UN agencies, key stakeholders, and counterparts during the implementation of the designed campaign.

3. **Campaign overview**

<table>
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<tr>
<th>Development and implementation period:</th>
<th>July 2022 – January 2023 (7 months)</th>
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| **Campaign highlights:**               | ▪ Definition, impacts and prevention of scamming:  
                                         o Phone scam  
                                         o Text/SMS scam  
                                         o Email scam  
                                         o Clickbait scam  
                                         o Finance scam  
                                         o Impersonation scam  
                                         o Romance scam  
                                         ▪ Definition, impacts and prevention of phishing  
                                         ▪ Definition, impacts and prevention of identity theft |
| **Implementing countries:**             | ▪ Thailand  
                                         ▪ Vietnam  
                                         ▪ Laos  
                                         ▪ Malaysia  
                                         ▪ The Philippines |
| **Target audience:**                    | Potential victims of scammers, phishing, and identity theft: members of general public of all gender aged 18 - 40 |
| **Key performance indicators:**         | ▪ Analytics on calls to action  
                                         ▪ Website analytics: |
• Total number of visits: 300,000

• Social media reach (likes, comments, shares, views) for campaign materials:
  - Thailand: 3,000,000
  - Vietnam: 3,000,000
  - Laos: 2,000,000
  - Malaysia: 3,000,000
  - The Philippines: 3,000,000

• Media coverages of campaign call to action:
  - National: 1 well-known outlet for each country
  - Regional: 3 well-known outlets in total

• Engagement with influencers
  - 1-2 per implementing country

Campaign platforms:
- Facebook
- YouTube
- Landing page on UNODC website

4. Deliverables

<table>
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<tr>
<th>PHASE</th>
<th>AREA OF WORKS</th>
<th>DELIVERABLES</th>
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</table>
| **PHASE 1:**  
**PLANNING**  
(June - July 2022)  
| Strategic planning of public awareness campaign | Submission of strategic campaign masterplans, detailing:  
- Goal  
- Objectives  
- Audience segmentation  
- Strategies  
- Calls to action  
- Campaign branding: name, tagline, logo etc.  
- Creative crafting of key messages  
- Content journey  
- Campaign materials production plan  
- Campaign tools production plan  
- Amplification/digital marketing plan  
- Campaign milestones: activities and/or event(s)  
- Platforms  
- Plan of execution  
- Submission of a list of influencers  
- Submission of a list of national and regional media outlets |
| **PHASE 2:**  
**PRODUCTION**  
(August - September 2022)  
| Production of campaign materials, tools, and platform(s) | Development of campaign landing page on UNODC website  
- Submission of campaign video  
- Submission of key visuals and other materials as |
PHASE 3: IMPLEMENTATION & AMPLIFICATION
(September 2022 – February 2023)
- Execution of campaign plan and amplification (2 months for each highlight)
  - Development of written and visual content
  - Translation of all content in local languages
  - Dissemination of campaign messages and tools
  - Submission of press kit
  - Organization of campaign activities and/or event(s)
  - Coordination with media outlets for coverage
  - Coordination with influencers for amplification
  - Marketing of campaign content

PHASE 4: EVALUATION & REPORTING
(March 2023)
- Campaign reporting
  - Submission of monthly campaign analytics
  - Submission of campaign report
  - Submission of donor report

Payments will be made upon satisfactory completion of the deliverables. Failure to complete deliverables and meet agreed deadlines may result in reduction of payment or may be withheld pending satisfactory completion.

5. Qualification:

Experience
- A minimum of 5 years of relevant progressively responsible professional experience in the field of communications is required.
- Experience of developing and implementing campaigns for international development organizations is desirable.
- Experience gained from work for the United Nations or international organizations is desirable.
- Good understanding of cybercrimes issues is desirable.

Skills
- Public campaigning
- Communications
- Project management
- Journalism
- Visually representing ideas
- Attention to detail
- Time management

Language
- English and French are the working languages of the United Nations Secretariat. For this position, fluency in English, with excellent drafting and communication skills, is required.

6. Important notes:

i. For all materials developed, the vendor shall keep in view gender and cultural sensitivities specific to Southeast Asia to produce campaign materials.
ii. The vendor shall maintain confidentiality of the information shared and produced till the broadcasting time.

iii. The vendor shall adhere to the UNODC guidelines and instructions in connection with producing content.

iv. The vendor shall develop a comprehensive Monitoring & Evaluation plan with monthly update on the progress achieved. A weekly call will be scheduled, for the vendor to update UNODC on the deliverables.

v. The vendor shall handover all the campaign materials, designs, plans and any other materials produced under this contract to UNODC. The developed materials shall be the sole and exclusive property of UNODC and will not be reproduced on any other platform/forum without taking written consent.

7. How to apply

An interested media agency should submit by 20 June 2022 the following documents to prae.kampee@un.org:

- A company portfolio
- Detailed technical proposal
- A signed quotation with detailed budget breakdown in Thai Baht and pre-VAT