



**Call for Applications: Social Behaviour Change Consultant
To help co-create and deliver a virtual training and mentorship program for young social influencers**

Background

The UNITED! Movement was convened by Y+ Global and AfriYAN ESA in 2023 and is supported by UNICEF, UNFPA, and UNAIDS as part of the funded SIDA joint UN 2Gether4SRHR program. The movement spans 14 countries in Eastern and Southern Africa, and **by 2025, the UNITED! Movement has more than 300 active members**, united under a single amplified voice to accelerate responses to HIV and SRHR challenges and engage diverse young populations through innovative approaches. The UNITED! Movement is committed to these four outcomes:

- Strengthened the capacity of youth-led SRHR and HIV networks.
- Amplified youth-led SRHR and HIV advocacy
- Fostered linking, sharing and learning among youth-led networks
- Enhanced collaboration and partnership

Recognising the capacity-building request to strengthen digital skills and social media influence, the UNITED Movement is proposing a project to cultivate **a new generation of digitally empowered change agents known as 'YouthFluencers'**. The initiative focuses on building capacity for impactful online engagement, enabling young people to effectively challenge stigma, track and address misinformation, disseminate accurate information, drive behaviour change and advance youth-led movements within their communities and beyond, redefining their role in driving social change in the evolving digital landscape.

This will include developing social media influencing skills and creating digital content for social behavioural change. Starting with an initial cohort of 8 youth advocates and scaling up with subsequent larger cohorts, the project will leverage existing partnerships and incorporate technical support from Y+ Global, UNICEF, and other UN SBC & communications and social media teams. To ensure sustainability, the project will also explore strategic partnerships with the private sector, seeking in-kind support such as digital tools, mentorship, content development and promotion of other resources and opportunities.

We are seeking an experienced and dedicated Social and Behaviour Change (SBC) Consultant to co-create and deliver training for the selected social influencers and provide ongoing mentorship during the implementation of their projects. The consultant will work with other partners within the UN and outside to offer expertise and guidance, ensuring that the selected social influencers can

leverage digital and offline platforms to drive social behaviour change within their communities and beyond. This initiative builds on past successes, including SBC consultations, youth engagements, and toolkit development, with a vision to empower emerging social influencers to create sustained impact within their communities.

Scope of Work

Training, Co-creation and Delivery:

- Work with the UNITED partners to design a comprehensive training program tailored to the needs of the social influencers.
- Develop training materials, including manuals, presentations, and interactive tools.
- Facilitate engaging and informative training sessions, both in-person and virtually.
- Evaluate the effectiveness of training programs and make necessary adjustments.

Mentorship and Support:

- Provide ongoing mentorship and guidance to Social influencers during the implementation of their projects.
- Conduct regular check-ins and progress assessments to ensure the influencers are on track.
- Offer personalised support to address challenges and foster the development of skills.
- Connect social influencers to resources, networks, and opportunities for further growth.
- Collaborate with project teams to align training programs with project goals and objectives.
- Monitor and evaluate the impact of training and mentorship on Social influencers and their projects.
- Prepare detailed reports on training outcomes, project progress, and lessons learned.

Budget Allocation for Consultant

- 8 days training development and delivery (timelines to be discussed with the project team)
- 5 days of mentorship support for champions (Spread across the year accordingly)

Timeline of the Project

- This project will run for 10 months, commencing in May 2025 and ending in March 2026.

Requirements/Qualifications of a Consultant

- Advanced degree in social sciences, public health, communication, or a related area.
- At least 5 years of experience in SBC, particularly in training and mentorship.
- Demonstrated success in creating and delivering impactful training programs for diverse groups.
- Experience collaborating with youth-led organisations and young leaders in advocacy roles.
- Specialised knowledge in SBC methodologies, including training program design, facilitation, and evaluation.
- Skilled in utilising digital tools and platforms for training and mentorship activities.
- Thorough understanding of SRHR, HIV, and related health issues affecting youth. Knowledge of regional priorities in Eastern and Southern Africa is a benefit.

- Outstanding communication and presentation abilities, capable of inspiring and engaging young leaders.
- Strong leadership and mentoring skills, dedicated to enhancing capacity.
- Adept at working in varied cultural settings and engaging with multiple stakeholders.

Application Process

Interested candidates should submit their resume, a cover letter detailing their interest in becoming an SBC Consultant, and any relevant experiences and sample work. Applications should be sent to leadersunitedmovement@gmail.com by **Friday, 9 May 2025**, with the subject line “NAME” - “SBC Consultant Application”
