

CONSULTANCY - TERMS OF REFERENCE

Product Manager, Connectivity Credits (REQ#561401)

Division: Office of Innovation

Duty Station: Barcelona

Duration: 12 months

Advertising summary

We are seeking an experienced Product Manager to join Giga, an initiative to connect every school in the world to the Internet and every young person to information, opportunity and choice. The Product Manager will work with a multidisciplinary team to drive the development of the Connectivity Credit Marketplace (<https://www.weforum.org/agenda/2021/06/how-connectivity-credits-could-help-billions-get-online/>), a blockchain-based system designed to incentivize companies to provide sustained internet access to underserved communities.

The Product Manager will be responsible for leading the prototyping and development of the marketplace, including coordinating work with vendors and other tech partners, coordinating with local government stakeholders to ensure implementation and validating prototypes in the field to ensure product-market fit. The Product Manager will also be responsible for monitoring the progress of the marketplace, analyzing product metrics and user feedback, and collaborating with the Giga Blockchain Lead to define and prioritize the roadmap for the Connectivity Credit Marketplace.

Child Safeguarding

Is this project/assignment considered as "Elevated Risk Role" from a child safeguarding perspective? YES NO

If YES, check all that apply:

Direct contact role YES NO

If yes, please indicate the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel:

Child data role YES NO

If yes, please indicate the number of hours/months of manipulating or transmitting personal-identifiable information of children (name, national ID, location data, photos):

About Giga

Launched in 2019 as a joint initiative between UNICEF and ITU, Giga has set the ambitious goal to connect every school in the world to the internet.

Half of the world's population has no regular access to the Internet. Millions of children leave school without any digital skills, making it much more difficult for them to thrive and contribute to local and global economies. This has created a digital divide between those who are connected and those who are not, a divide that has become even wider during the Covid-19 pandemic. UNICEF and ITU have therefore joined forces to create Giga, an initiative to connect every school in the world to the Internet and address this new form of inequality.

Giga focuses on connecting schools so that children and young people have access to information, opportunity, and choice. It also uses schools as anchor points for their surrounding communities: if you connect the school, you can also connect local businesses and services. This creates opportunities for service providers to generate revenue from paying users, making connectivity more sustainable. A 2021 [report](#) by the Economist Intelligence Unit found that a 10% increase in school connectivity can increase effective years of schooling by 0.6% and increase GDP per capita by 1.1%.

You cannot fix a problem unless you can see it, so the first step is to map schools and their connectivity levels. Giga uses machine learning to scan satellite images and identify schools. These are then marked by coloured dots on an open-source map: green where there is good connectivity (over 5mb/s); amber where it is limited; and red where there is no connectivity at all.

Just as building railroads allowed previously isolated towns to flourish, providing good quality Internet access will allow communities to participate in the digital economy for the first time. But Giga's work in laying the tracks for connectivity is only one part of a wider effort to bridge the digital divide. UNICEF's Reimagine Education initiative brings all of this work together and has set the goal of connecting every child and young person – some 3.5 billion - to world-class digital learning solutions by 2030. In addition to Giga, it includes components focusing on the affordability of data and content, access to devices, teacher certification and the engagement of young people. Along with ITU's digital skills programme and other initiatives, Reimagine Education aims to ensure that, once connected, young people are empowered with the tools they need to shape their own futures.

You can read more about Giga's work at <https://giga.global/> and by following us on twitter **@Gigaglobal**

Purpose of the appointment / main activities

We seek a strong, self-motivated Product Manager to help establish one of Giga's ambitious products; the Connectivity Credit Marketplace, a global system designed to incentivize companies to provide internet access to underserved communities.

The Product Manager will be responsible for:

- Leading the development and implementation of the Connectivity Credit Marketplace.
- Collaborating with the Giga Blockchain Lead to define and prioritize the roadmap for the Connectivity Credit Marketplace.
- Coordinating work with vendors and other tech partners that are supporting the development of the marketplace.
- Working with a team of engineers, designers, data scientists and researchers to define, design and build features for the marketplace.
- Setting up product team processes based on best practices.
- Building prototypes to explore and prove new technologies like blockchain for the marketplace.
- Coordinating with government stakeholders in various countries to implement the solution according to the local context.
- Monitoring the progress of the marketplace and analyzing product metrics and user feedback.

Description of assignment

	Tasks	End Product/ Deliverables	Time Frame	Payment
1	Assessment of existing product documentation and alignment of work	Report with assessment of existing product documentation	Month 1	6.5%
		Report with measurable Objectives and Key Results	Month 2	8.5%
2	Coordinate the work with vendors and tech partners	Product requirement document (PRD) for the Connectivity Credits Marketplace	Month 3	8.5%
		Work plan for cooperation with external vendors.	Month 4	8.5%
3	Work with a team of engineers, designers and researchers to build features	User flow diagrams and UX wireframes.	Month 5	8.5%
		User interface screens and user story map.	Month 6	8.5%
4	Engage with government stakeholders to coordinate implementation	List of government stakeholders required for engagement	Month 7	8.5%
		Implementation plan with timeline and milestones	Month 8	8.5%
5	Conduct user/market research and gather user requirements from different stakeholders and users	Market research report	Month 9	8.5%
		Updated product roadmap based on gathered research, feedback and requirements	Month 10	8.5%
6	Analyze the impact of products and user adoption & satisfaction	Product usage plan, including key metrics to measure impact and user adoption & satisfaction	Month 11	8.5%
		Final handover report	Month 12	8.5%

To qualify as an advocate for every child you will have...

- An Advanced University degree (Master's or higher) in a related field (e.g. Computer Science, Business Administration), or equivalent work experience
- At least 5 years of experience in product management, preferably in the technology industry
- Experience with blockchain and/or cryptocurrency products is preferred
- Strong project management skills, with experience coordinating cross-functional teams
- Experience working with government stakeholders and implementing solutions in different countries
- Strong analytical skills and ability to use data to make informed decisions
- Strong communication and interpersonal skills
- Fluency in English is required, knowledge of another official UN language (Arabic, Chinese, French, Russian or Spanish) or a local language is an asset.

Payment details and further considerations

- Payment of professional fees will be based on the submission of agreed deliverables. UNICEF reserves the right to withhold payment in case the deliverables submitted are not up to the required standard or in case of delays in submitting the deliverables on the part of the consultant.
- Consultant is responsible for his/her own health and travel insurance
- Consultant is responsible to arrange his/her own travel, including visa

How to apply:

- Interested applicants are required to submit a financial proposal with all-inclusive fee.
- Financial proposal must include travel costs (economy class) and daily subsistence allowance, if travel is required as per TOR and any other estimated costs: visa, travel/health insurance
- **Applications without a financial proposal will not be considered.**

For every Child, you demonstrate...

UNICEF's values of Care, Respect, Integrity, Trust, Accountability, and Sustainability ([CRITAS](#)).

To view our competency framework, please visit [here](#).

UNICEF is here to serve the world's most disadvantaged children and our global workforce must reflect the diversity of those children. The UNICEF family is committed to include everyone, irrespective of their race/ethnicity, age, disability, gender identity, sexual orientation, religion, nationality, socio-economic background, or any other personal characteristic.

UNICEF offers reasonable accommodation for consultants/individual contractors with disabilities. This may include, for example, accessible software, travel assistance for missions or personal attendants. We encourage you to disclose your disability during your application in case you need reasonable accommodation during the selection process and afterwards in your assignment.

UNICEF has a zero-tolerance policy on conduct that is incompatible with the aims and objectives of the United Nations and UNICEF, including sexual exploitation and abuse, sexual harassment, abuse of authority and discrimination. UNICEF also adheres to strict child safeguarding principles. All selected candidates will be expected to adhere to these standards and principles and will therefore undergo rigorous reference and background checks. Background checks will include the verification of academic credential(s) and employment history. Selected candidates may be required to provide additional information to conduct a background check.

Remarks:

Only shortlisted candidates will be contacted and advance to the next stage of the selection process.

Individuals engaged under a consultancy or individual contract will not be considered "staff members" under the Staff Regulations and Rules of the United Nations and UNICEF's policies and procedures and will

not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultants and individual contractors are responsible for determining their tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

The selected candidate is solely responsible to ensure that the visa (applicable) and health insurance required to perform the duties of the contract are valid for the entire period of the contract. Selected candidates are subject to confirmation of fully vaccinated status against SARS-CoV-2 (Covid-19) with a World Health Organization (WHO)-endorsed vaccine, which must be met prior to taking up the assignment. It does not apply to consultants who will work remotely and are not expected to work on or visit UNICEF premises, programme delivery locations or directly interact with communities UNICEF works with, nor to travel to perform functions for UNICEF for the duration of their consultancy contracts.