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Strategic Marketing, Audience & Market Insights And Global Philanthropy Support Services
UNICEF Reference: UNICEF-PFP-RFPS-2026-503959 Beneficiary countries or territories: Multiple destinations (see the Countries or territories tab) Published on: 02-Oct-2026 Deadline on: 23-Oct-2026 23:59 (GMT 2.00) Description The UNICEF Audience & Market Insights (AMI), Strategic Marketing and Global Philanthropy teams seek external support through a single, time-bound project engagement to strengthen audience-centered planning, improve alignment and provide more integrated approaches to audience understanding, planning and engagement across markets. The project comprises three workstreams: 1. AMI and Strategic Marketing alignment: Consultation, strategic assessment, facilitation of a three-day workshop in Rome, definition of an Audience Engagement Ecosystem, and development or refinement of up to five practical tools and resources. 2. Marketing Growth Planning Framework: Development and testing of a practical framework and supporting tools through workshops with up to seven selected markets, followed by refinement and handover to AMI and Strategic Marketing. 3. Global Philanthropy support: Stakeholder research and audience insight gathering to inform an audience-centered growth strategy for the Family Philanthropy initiative, including its value proposition, engagement approach, market adoption and scaling priorities. Strategic Marketing, Audience & Market Insights and Global Philanthropy Support Services Request for proposal View Documents Contacts Countries or territories UNSPSC codes