



## **TERMS OF REFERENCE**

### **FOR INDIVIDUAL CONTRACT**

**POST TITLE:** National Consultant - Digital Fundraising Campaign Consultant  
**AGENCY/PROJECT NAME:** UNDP  
**DUTY STATION:** Bangkok with travel within Thailand

#### **1) Project Description**

Thailand has enjoyed a long period of robust economic growth, and has reached the status of an upper middle-income country. Poverty has been reduced dramatically. But despite remarkable progress made, persistent and critical development challenges remain in policy and in practice - from formulating national strategies to implementing legislation.

Poverty in Thailand is primarily a rural phenomenon, with 88% of the country's 5.4 million poor living in rural areas. Some regions—particularly the North and Northeast—and some ethnic groups lag greatly behind others, and the benefits of economic success have not been shared equally, especially between Bangkok, Thailand's largest urban area, and the rest of the country.

Income inequality and lack of equal opportunities have persisted. Vulnerable groups, such as migrants, informal workers, and displaced persons, are not equally benefiting from Thailand's economic successes. Women and children are still at risk of sexual and domestic violence. New human security threats are emerging as a result of changes both within Thailand and in the world as a whole.

Climate change remains a threat. Thailand/The effects of climate change have elevated risk of natural and man-made disasters, droughts, extreme weather patterns and sea level rise, threatening economic development and community livelihoods. At the same time, there are concerns about environmental sustainability.

The United Nations Development Programme (UNDP) is the lead UN agency on sustainable human development and has been working in Thailand for more than 50 years in close partnership with the government and a variety of other stakeholders for human development of the most rural areas and marginalized groups.

Today the world is facing multiple challenges in development, environmental degradation and climate change, and as a consequence, the 193 UN member states have agreed on 17 global development goals for the next 15 years, called Sustainable Development Goals (SDGs). UNDP is leading the implementation and promotion of the SDGs at the country level.

Under the framework of sustainable development goals, UNDP is the UN's global development network, advocating for change and connecting countries to knowledge, experience and resources to help people build a better life. In Thailand, UNDP has been working for poverty and inequality reduction, environment conservation and climate change adaptation with focus on the most vulnerable groups.

UNDP Thailand recognizes that people participation plays a critical role in the country's development. The people participation can be in a variety of form such as innovative ideas, advocacy and fundraising. To engage people to address development issues, UNDP is seeking a Digital Marketing Consultant to support the implementation of digital media to draw public attention on sustainable development in Thailand.

## **2) SCOPE OF WORK**

The objective of the assignment is to support the implementation of UNDP's digital marketing to engage people to address development issues in Thailand including anti-corruption.

### **Online communication content**

- Responsible for developing digital/multi-media content for public participation
- Implement online communication workplan with programme units and in coordination with the UNDP communications officer
- Maintain proper and consistent application of the UNDP brand in all communication/marketing products.
- Develop and update content for UNDP's facebook and micro-site for anti-corruption project and public donation.
- Select and source photos for communications/marketing and advocacy products and campaigns.
- Develop graphic design for digital and printed marketing materials.

### **Programme support**

- Coordinate and support daily multi-media work of office communications.
- Coordinate with video and photography contractors, ensuring quality control and editorial focus.
- Coordinate with the communications specialists in the UNDP Bangkok Regional Hub.

## **3. EXPECTED OUTPUTS AND DELIVERABLES**

Deliverables	Estimated worked days	Payment date
1) content for the Facebook and website of UNDP Thailand for April	22	10 May 2017

2) content for the Facebook and website of UNDP Thailand for May	22	10 June 2017
3) content for the Facebook and website of UNDP Thailand for June	22	10 July 2017
4) content for the Facebook and website of UNDP Thailand for July	22	10 August 2017
5) content for the Facebook and website of UNDP Thailand for August	22	10 September 2017

#### 4. INSTITUTIONAL ARRANGEMENTS

The consultant will report to Deputy Resident Representative and closely work with Programme Specialist/ Team Leader, Democratic Governance and Social Advocacy Unit, UNDP Thailand.

#### 5) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

The duration of the work is 3 April – 31 August 2017 with maximum of 120 worked days (included travel days if needed). Consultant may be required to travel to relevant project sites. Travels will be authorized by Programme Specialist/Team Leader, Democratic Governance and Social Advocacy when required. Travel expenses (ticket, living allowance and local transport) shall be agreed prior travel and reimbursed after trips completed.

#### 6) DEGREE OF EXPERTISE AND QUALIFICATIONS

- University degree in Communications, Marketing, Journalism, Design, Public Relations or a related field.
- At least one year of practical professional work experience in communication, marketing, print and broadcast media, or interactive digital media.
- Experienced in working with the national and/or other international development organisations will be an asset
- Background/familiarity with social development issues in Thailand
- Be energetic
- Fluency in Thai and English

#### 7. REQUIRED DOCUMENTS

Interested individuals must submit the following documents /information to demonstrate their qualification, experience and suitability to undertake the assignment. **All supporting documents (a-d) must be part of the detailed CV and uploaded as one document**

- a) Duly accomplished Letter of Confirmation of Interest and Availability using the template provided by UNDP;
- b) Personal CV and P.11<sup>1</sup>, indicating all past experience from similar projects, as well as the contact details email and telephone number) of the Candidate and at least three (3) professional references;
- c) Brief description of why the individual considers him/herself as the most suitable for the assignment;
- d) Financial Proposal that indicates the all-inclusive Daily Fee for the contract period

## 8. CRITERIA FOR SELECTION OF THE BEST OFFER

Individual consultants will be evaluated based on the cumulative analysis. The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as a) responsive/compliant/acceptable; and b) having received the highest score out of set of weighted technical criteria (70%). and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal received by UNDP for the assignment.

Technical Criteria for Evaluation (Maximum 500 points)

1. Relevance of Education – Max 100 points
2. Relevance of experience in area of communication, marketing, print and broadcast media, or interactive digital media - Max 100 points
3. Understand/familiarity with social development issues in Thailand – Max 100 points
4. Special skills e.g photography, video editing, presentation etc.- Max 100 Points
5. Assessment of a cover letter – Max 100 Points

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

## 9) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

☐ None      ☐ Intermittent      ☒ Partial      ☐ Full Time

### IF FULL TIME – PLEASE ADD BELOW FOR JUSTIFICATION

If the assignment requires full time presence on UNDP premises, a sound justification on why a full time presence is required.

## 10) PAYMENT TERMS

<sup>1</sup> UNDP P.11 Form can be downloaded from

[http://www.undp.org/content/dam/undp/library/corporate/Careers/P11\\_Personal\\_history\\_for\\_m.doc](http://www.undp.org/content/dam/undp/library/corporate/Careers/P11_Personal_history_for_m.doc)

☐ Hourly

☒ Daily

☐ Weekly

☐ Output based

Currency:

Amount:

Currency: THB

Amount:

Currency:

Amount:

Currency:

Amount:

## 11) ANNEXES TO THE TOR