

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE



Date: 11 April 2017

Country: Bangkok - Thailand

Description of the assignment: National consultant - Communication and Social Media consultant

Duty Station: Bangkok, Thailand (Domestic travel may be required)

Project name: UNDP, Thailand Social Innovation Facility (TSI4D)

Period of assignment/services (if applicable): 8 May – 31 Dec 2017 with maximum 176 days worked

Proposal should be submitted no later than **25 Apr 2017**.

Please click on the link below to apply:

https://jobs.undp.org/cj_view_job.cfm?cur_job_id=71732

1. BACKGROUND

In September 2015, the world's leaders signed off on the new Sustainable Development Goals (SDG), a global agreement identifying the world's policy priorities for the next 15 years. As the governments of Asia and the Pacific and the UN look towards implementation of the SDGs, it is increasingly being realized that one of the greatest challenges facing policymakers in the region is how to engage the region's large youth population in their own governance and development. Youth voices and participation were an important part of the consultations for the Post-2015 development framework, with national dialogues undertaken and the online "MY World" global survey eliciting a huge response from youth aged 16 to 30.

The UNDP believes that youth can make a real and positive difference by engaging with challenges head on through innovation, exploring dynamic approaches to mobilizing their peers and communities and creating adaptive solutions. An emphasis on promoting innovative solutions can help ensure that scarce resources are leveraged for maximum impact and engagement.

Since 2012, UNDP has been investing in exploring innovation by providing seed-funding to initiatives with the belief that innovation happens through practical explorations of new ways to address old problems. "Innovation" has tended to be understood by lay people as focusing primarily on tech

solutions, but it is important to recognize that innovation can occur in multiple ways using multiple media. Innovation encompasses the creation of new ideas and processes to better harness talent and the development of new understandings of old problems or solutions.

Thailand presents fertile terrain for leading innovation practices in the Asia-Pacific region. As Thailand has joined the ranks of middle-income countries, with high levels of youth reaching third level education, innovation can lead the way to address ongoing social challenges and enhance effective civic engagement. For UNDP in Thailand, innovation begins with a critical rethink of how we approach development challenges and identifying solutions outside of traditional project cycles, recognizing innovation as an intrinsic design principle to program development.

In Thailand, UNDP has already successfully run two social innovation challenges, one on the theme of Disaster Risk Reduction (DRR) and one on the theme of Anti-Corruption. The DRR campaign recently concluded with 4 innovations being awarded prizes, and all 4 currently in discussions with private investors for scaling up the innovations. The Anti-Corruption campaign has also been concluded, with 3 innovations potentially being scaled up.

Based on the experiences of these past innovation challenges, UNDP in Thailand is seeking to design and deliver a social innovation service model that empowers and engages youth to internalize innovation, co-design and develop the next generation of services by prototyping new ideas and solutions that address national priorities and can be scaled by the Government or Private Sector Partners. It will support youth together with expert partners to:

- Reframe policy issues and redesign programming by identifying key insights into the needs of service users (using methods such as ethnographic research, human-centered-design, behavioral science and social innovation camps);
- Connect and co-design with leading thinkers, citizens, think tanks, private sector and organizations on the cutting edge of progress and development in key policy issues (using horizon scanning, crowdsourcing, online collaboration, incubators, accelerators and challenge prizes);
- De-risk investment to enhance deliverability of policies by running rapid prototypes, parallel field tests and experiments;
- Provide funding and investment platform to scale successful innovations both nationally and regionally.

The resulting multi-stakeholder innovation facility, the Thailand Social Innovation for Development Facility (TSI4D), will bring prominent public and private sector actors together to support youth social innovation through each stage of the innovation process.

2. OBJECTIVE, SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

Scope of Work

- Lead TSI4D communication strategy, social media, and marketing activities related;

- Lead promotional media of key activities and innovation challenges;
- Identify key highlights and stories from activities and challenges to communicate with different stakeholders;
- Write social media posts and design marketing activities;
- Develop partnership communication and marketing activities strategy and collaborating with TSI4D partners as required;
- Support to work alongside with TSI4D partners in promoting, organizing and running innovation challenges, and assume overall responsibility for the smooth operation of the challenges;
- Travel domestically as required to promote participation and engagement in social innovation challenges all across Thailand.

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Education:

- Thai national with advanced university degree (Bachelor Degree or above) in Communication, Social sciences or other relevant disciplines, with proven track record in communication project, writing article or blog posts related to development project

Experience:

- At least 1-2 years of experience in communication and writing is essential;
- Familiarity with Social Innovation/Youth empowerment/Social development
- Must be able to work collaboratively in a multi-cultural team;
- Commitment to respecting deadlines and the delivery of outputs within the agreed time-frame;
- Familiarity with the innovation/social innovation/social enterprise/social impact investment landscape in Thailand is desired.

Language:

- Fluency of English language is required;
- Fluency of Thai language is required.

Competencies:

- Strong interpersonal and communication skills;
- Strong verbal, written, and visual presentation skills;
- Openness to change and ability to receive/integrate feedback;
- Ability to plan, organize, implement and report on work;
- Proficiency in the use of office IT applications and internet in conducting research;
- Strong presentation skills.

4. DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

Contract Duration: 8 May – 31 Dec 2017 with maximum 176 days worked

Duty station and expected places of travel: At the TSI4D facility, located at the C-ASEAN office in Bangkok, Thailand (Domestic travel may be required). 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.

5. FINAL PRODUCTS

Expected Outputs and Deliverables

- TSI4D communication strategy and project plan
- Each challenges' communication plan and key summary report
- Partnership communication strategy and plan as required

6. PROVISION OF MONITORING AND PROGRESS CONTROLS

INSTITUTIONAL ARRANGEMENTS

- The consultant will work under The Social Innovation Facility Manager with the supervision of the Team Leader/Programme Specialist of Democratic Governance and Social Advocacy (DGSA) unit, and with TSI4D staff and partners, and the UNDP Thailand Country Office team in completing the listed scope of work;
- The consultant will meet on a weekly basis with the Social Innovation Facility Manager to discuss progress and challenges;
- The consultant will also engage with the UNDP Regional Hub innovation advisor to ensure the consistency of the innovation work done by the UNDP regionally.

7. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Candidates wishing to be considered for this assignment are required to submit the following documents to demonstrate their qualifications. Please group them into **one (1) single PDF document** as the application only allows to upload maximum one document::

- **Letter of Confirmation of Interest and Availability** using the template provided in Annex III.
- **Personal CV or P11**, 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.

- **Technical proposal**, including a) a brief description of why the individual considers him/herself as the most suitable for the assignment; and b) a sample of communications work.
- **Financial proposal**, as per template provided in Annex III. Note: National consultants must quote prices in Thai Baht.

Incomplete proposals may not be considered.

8. FINANCIAL PROPOSAL

Scope of Price Proposal and Schedule of Payments

Consultant shall quote an all-inclusive Daily Fee for the contract period. The term “all-inclusive” implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the consultant in completing the assignment are already factored into the daily fee submitted in the proposal. Payments shall be done on a monthly basis based on actual days worked, upon verification of completion of deliverables and approval by the consultant’s supervisor of a Time Sheet indicating the days worked in the period.

In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed.

Travel costs shall be reimbursed at actual but not exceeding the quotation from UNDP approved travel agent. The provided living allowance will not be exceeding UNDP DSA rates. Repatriation travel cost from home to duty station in Bangkok and return shall not be covered by UNDP.

9. EVALUATION

CRITERIA FOR SELECTION OF THE BEST OFFER

Evaluation Method and Criteria:

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

- responsive/compliant/acceptable; and
- 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. 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 100 points)

- Criteria 1: Experience in Development project's communication and/or digital/social media.– max 25 points;
- Criteria 2: Special skills, Language and presentation – max 15 points;
- Criteria 3: Knowledge of innovation environment in Thailand – max 25 Points;
- Criteria 4: Relevant education - max 15 points
- Criteria 5: Assessment of a cover letter and a sample of communications work – max 20 points.

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

ANNEXES

ANNEX I – TOR_TSI4D_IC_youthcommunity_coordinator: http://procurement-notices.undp.org/view_file.cfm?doc_id=105695

ANNEX II - General Conditions: http://procurement-notices.undp.org/view_file.cfm?doc_id=105697

ANNEX III - Daily Financial proposal and Offeror's Letter To UNDP Confirming Interest and Avail for IC http://procurement-notices.undp.org/view_file.cfm?doc_id=105696

All documents can be downloaded at : http://procurement-notices.undp.org/view_notice.cfm?notice_id=36920