

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Re-Advertise Q-IC-067/17 – National Consultant – Social Media Officer – UNDP Iraq

Date: 8th of Jun 2017

Description of assignment: National Consultant as Social Media Officer for Economic Reform Project;

Type of Consultancy: National Post;

Duty Station: Baghdad, Iraq with travel to and other locations as needed and advised by the project management.

Period of assignment/services: 240 Working Days [20 Working Days per Month for 12 Months.

Estimated Starting Date: Early June 2017 till Late- May 2018

Proposals should be submitted to the following e-mail address no later than **COB 15 June 2017 (Baghdad Time: +3 GMT):**

IC1.undp.iq@undp.org . Please note the following:

- *It is a MUST to indicate the Procurement Notice Number in the e-mail subject line).*
- *Any request for clarification must be sent to the above e-mail address. The Procurement Unit will respond by e-mail, including an explanation of the query without identifying the source of inquiry, to identified consultants who have notified UNDP of their interest to participate. Kindly be informed that the UN P11 Form (“CV Form,” ref: Annex 2) must be completed. It is not permissible to submit a Curriculum Vitae in lieu of this form.*
- *Emails sent to the previously mentioned address shouldn’t exceed the limits of 8MB.*

1. Background

In 2016, the Iraqi Government has established the Economic Reform Unit under the leadership of the Prime Minister’s office to steer and oversee the implementation of the reform agenda that was launched by the Prime Minister in late 2015. The reform agenda, constituted of many pillars, aims to diversify the Economy, increase revenue collection, combat corruption and improve management of national assets. The ERU is also tasked to oversee and support specific economic reform initiatives that are loan conditionalities agreed to with the international financial lending institutions such as IMF and WB. Consequently, UNDP has established the Funding Facility for Economic Reform (FFER-Federal) to support the Iraqi federal government in its efforts to undertake economic reforms. FFER-Federal is positioned to be the financing instrument that will be used to channel high-caliber international or national expertise and support into top priority reform initiatives. UNDP is working with the ERU to support the implementation of different reform initiatives through in-depth assessment for targeted areas within defined sectors to be covered by reform programmes, followed by the development of action plans with milestones based on findings and recommendations generated through the assessment phase. Finally, the FFER-Federal will support the ERU and respective government institutions to operationalize the developed action plans.

The main objectives of the work of the Social Media Officer is to support the ERU to manage all social media platforms and introduce new popular platforms where it can engage in conversations and advocate for issues that related to the reform initiatives carried out by the ERU.

The Officer will work with ERU’s embedded national and international team at the PMO, and report the Project Manager.

2. Objective of the Assignment

The key results have an impact on the partnership with all stakeholders including donor community, key government actors by maintaining updated progress reports, project communication and visibility plan, facilitate better understanding among partners about programme progress, and adhere to UNDP and development partner guidelines on communications and visibility.

3. Scope of Work

Under the direct supervision of the Project Manager, the incumbent will perform the following tasks:

- Developing and executing monthly social media editorial calendars with various online activities including twitter chats, Google+ and others, in line with the United Nations joint advocacy campaigns and events;
- Developing social media packs for important days such as event, conferences, or success stories.
- Writing press releases and news reports about the work of ERU and the reform achievements.
- Developing media contacts
- Monitoring media coverage
- Preparing media evaluation reports
- Attending press conferences and media interviews
- Distributing press releases
- Informing members of the public (as well as the press) about events and initiatives
- organize media events and promotional activities
- Generating ideas to gain more media coverage
- Any other duty assigned by the Project Director and Project Technical Officer
- Conducting routine training programmes for staff on how to effectively use new social media platforms;

4. Deliverables and outputs:

The Consultant will be responsible for producing the below deliverables. These deliverables are changeable subject to UNDP approval, in case unexpected incidents take place in the project, such as delay of the project or change of project scope, due to reasons uncontrollable by the Consultant.

Deliverables and Output	Location	Target Date	Payment % (US\$)
<ol style="list-style-type: none">1. Developing and executing monthly social media editorial calendars with various online activities including twitter chats, Google+ and others, in line with the United Nations joint advocacy campaigns and events;2. Developing social media packs for important days such as event, conferences, or success stories.3. Writing press releases and news reports about the work of ERU and the reform achievements.4. Developing media contacts5. Monitoring media coverage6. Preparing media evaluation reports7. Attending press conferences and media interviews8. Distributing press releases9. Informing members of the public (as well as the press) about events and initiatives10. Organize media events and promotional activities11. Generating ideas to gain more media coverage12. Any other duty assigned by the Project Director and Project Technical Officer13. Conducting routine training programmes for staff on how to effectively use new social media platforms;	Baghdad, Iraq with travel to and other location as needed	Early Jun 2017 till Late May 2018	Monthly Installment (8.33%)
TOTAL:			100%

5. Institutional Arrangements

UNDP can support the consultant in the following aspects to perform his/her works:

- Provide office facilities such as internet and access to office printers and scanners in the Duty Station within Baghdad, Iraq as required and whenever possible.
- The experts will be deployed within the Prime minister's office and will work closely with and under the leadership of PMO.
- Transportation will be provided by ERU throughout the mission for official purposes only as guided by the security framework of the United Nations system.

6. Time and Method of payment:

- Payment shall be provided upon satisfactory completion of the deliverables outlined in the table above. Payment requests submitted by the Consultant must be certified by the supervisor(s) specified below
- Payments are to be made within 30 days from receipt of invoice.
- For each payment a certification of payment needs to be signed and approved by the direct supervisor attached to it explaining the accomplishment of the tasks.
- Payment will be on monthly basis.

7. Key Performance Indicators during implementation of Services:

Overall, the Consultant's performance will be evaluated based on the following key criteria:

- Planning and Organizing skill: Identifies priority activities and assignments; allocates appropriate amount of time and resources for completing work; Foresees risks and allows for contingencies when planning; Monitors and adjusts plans and actions as necessary; Uses time efficiently.
- Communication skill: Speaks and writes clearly and effectively; Listens to others, correctly interprets messages from others and responds appropriately; Asks questions to clarify, and exhibits interest in having two-way communication; Tailors language, tone, style and format to match the audience; Demonstrates openness in sharing information and keeping people informed.
- Client Orientation skill: Considers all those to whom services are provided to be "clients" and seeks to see things from clients' point of view; Establishes and maintains productive partnerships with clients by gaining their trust and respect; Meets time line for delivery of product or services to client.
- Quality of deliveries: Professional skill required for delivering outputs will be assessed.
- Satisfactory and timely completion of tasks and submission of the deliverables within the provision of above explained deliverables and outputs.
- Upon signing of the contract, a detailed work plan will be prepared by the experts with activities, outputs and performance indicators and to be agreed with the supervisor as implementation follow ups and performance yardsticks.

8. Reporting:

- The Consultant will report directly to Economic Reform Project Manager.
- The consultant will submit a weekly progress reports to project manager in form and substance satisfactory to UNDP.

9. Travel Plan:

- No Travel is required/ planned in this assignment.

10. Time Line:

- The consultancy will be based in Baghdad, Iraq **for a total consultancy period of 240 Working days over a period of 12 Months to start by Early-June 2017 till late-May 2018.**
- Consultancy May include travel to other locations or to other countries as needed/ requested by the Project Manager and upon prior approval of UNDP Iraq office.

11. Competencies:

Corporate Competencies:

- Demonstrates commitment to the UN's values and ethical standards;
- Promotes the mission, vision and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly and with impartiality.

Functional Competencies:

- Consistently approaches work with energy and a positive, constructive attitude;
- Ability to work under pressure and to meet deadlines;
- Demonstrates excellent oral and written communication skills;
- Demonstrates openness to change and ability to manage complexities;
- Self-reliant and able to work as a part of a multi-cultural team in a stressful.

Professionalism:

- Shows pride in work and in achievements; is conscientious and efficient in meeting commitments; observing deadlines and achieving results; is motivated by professional rather than personal concerns; Shows persistence when faced with difficult problems or challenges; Remains calm in stressful situations.

Communication:

- Speaks and writes clearly and effectively; Listens to others, correctly interprets messages from others and responds appropriately; Asks questions to clarify, and exhibits interest in having two-way communication; Tailors language, tone, style and format to match the audience; Demonstrates openness in sharing information and keeping people informed.

Planning and Organizing:

- Identifies priority activities and assignments; allocates appropriate amount of time and resources for completing work; Foresees risks and allows for contingencies when planning; Monitors and adjusts plans and actions as necessary; Uses time efficiently.

Client Orientation:

- Considers all those to whom services are provided to be "clients" and seeks to see things from clients' point of view; Establishes and maintains productive partnerships with clients by gaining their trust and respect; Meets time line for delivery of product or services to client.

Teamwork:

- Works collaboratively with colleagues to achieve organisational goals; Builds consensus for task purpose and direction with team members; Supports and acts in accordance with final group decisions, even when such decisions may not entirely reflect own position.

Technological awareness:

- Keeps abreast of available technology; actively seeks to apply technology to appropriate tasks; Shows willingness to learn new technology.

Support the preparation of information for advocacy

- Identifies relevant information for advocacy for a variety of audiences;
- Makes research of contacts in the media, government, private sector, donors, other agencies, civil society in other stakeholders for ERU's advocacy efforts.

12. Facilities:

a) Office Facility:

- ERU will provide an appropriate office inside the International Zone in Baghdad only.

- ERU will provide logistical/ transportation support only inside the International Zone during this assignment.
 - The consultant is expected to bring his/her laptop with him/her.
 - Consultant is expected to come well-equipped with his/her own technological solutions (i.e. roaming mobile, personal email address).
- b) Office Supplies and Printing Facilities: ERU will provide office supplies and printing facilities only inside the ERU premises during this assignment.
- c) Communication Facilities: ERU will provide access to internet only inside the ERU Iraq/ Baghdad office premises.

13. Qualifications and Requirements:

A. **Education:**

Academic degree:

- Bachelor Degree in media relations, journalism, public policy, business administration or related area of study; or
- Master Degree is preferable in related areas is preferable

B. **Work Experience:**

- Two years of relevant experience in marketing, advertising or relevant field in the strategic use and monitoring of social media;
- Excellent knowledge of social media tools and applications with a special focus on community building;
- Proficient in using new technologies and web-based platforms;
- Proven networking skills and ability to interact with staff at all levels, including senior management;
- Previous experience in public relations, communications, advocacy or a related fields.
- Experience in working for the UN or other international development organisations on a similar assignment would be an asset.
- Excellent reporting and writing skills.
- Experience in the usage of computers and office software packages (MS Word, Excel, etc).

C. **Language:**

- Fluency in Arabic language is a Must.
- Fluency in English language is a Must.

The Consultant should provide documented examples from previous assignments of proposed personnel related to deliverables in this Terms of Reference;

14. Documents to be included when submitting the Proposal:

Interested individual consultants must submit the following documents/information to demonstrate their qualifications and interest.

A. **Technical Proposal: (which will include the following):**

- Signed **Template Confirmation of Interest and Submission of Financial Proposal –Annex 1 attached.**
- A **letter** explaining why he/she considers him/herself the most suitable candidate for the work.
- **Personal CV** including past experience in similar projects and **at least 3 references.**
- **UN P11 Form** (“CV Form”) – ***Annex 2 attached.*** UNDP-Iraq reserves the right to disqualify any submissions that have omitted this form.
- A language assessment will be conducted [if needed] for the purpose of verifying good level in English;
- **Sample reports** of previous work in English.
- A brief **Methodology** on how the candidate will approach and conduct the work.

(The expert is asked in his/her offer submission in the methodologies section to bring the description of the above mentioned points in **3. Scope of Work and Expected Outputs.**)

B. Financial proposal:

The financial proposal will specify a total lump sum amount and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payments are based upon output, i.e. upon delivery of the services specified in the TOR.

Financial Proposal Form, providing a breakdown of this lump sum amount (including travel, per diems) is to be provided by the offeror – ***Annex 3 attached***

Important note: the consultant is required to specify the daily fee in his proposal.

C. Travel:

All envisaged travel must be included in the financial proposal. This includes all travel to join duty station/ repatriation travel. In general, UNDP does not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class, he/she should do so using his or her own resources.

Furthermore, Individual Consultant who is at the duty station at the time of hire is ineligible for travel to join, and who remain at the duty station after contract completion is ineligible for repatriation travel

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

15. Selection Criteria:

The award of contract will be made to one individual consultant whose offer has been evaluated and determined as being:

- a) Responsive/compliant/acceptable, and
- b) Achieving the highest combined score (financial and technical).

Minimum requirements: ***(Please see Annex 4). This will be part of the technical proposal.***

1. Bachelor Degree in media relations, journalism, public policy, business administration or related area of study; or
2. Master Degree in related areas is preferable
3. Two years of relevant experience in marketing, advertising or relevant field in the strategic use and monitoring of social media;
4. Excellent knowledge of social media tools and applications with a special focus on community building;
5. Experience in working for the UN or other international development organisations on a similar assignment would be an asset.
6. Willingness to obtain the required security courses as applicable through the website;
7. Subject to security requirement, consultant must pass the Safe and Secure Approaches in Field Environments (SSAFE); in case if any travel is required to Iraq.
8. The Basic Security in the Field II and Advanced Security training (Online Training) should be completed before any travel take place.
9. Failing the (SSAFE) training, it will be a cause to terminate the contract.
10. Willingness to undergo a medical exam. This applies only for consultant of 62 years of age and above where a full medical exam will be required from a UN certified doctor if selected for award of contract.
11. Ability and desire to work inside Iraq.
12. Acceptance of IC General Terms and Conditions

Only candidates obtaining a minimum of 70 points will be considered for the Financial Evaluation.

Criteria		Max. Point 100	Weight
Technical	Criteria A: relevance and responsiveness of candidate’s past experience, Qualification based on submitted documents: <ul style="list-style-type: none">• Bachelor Degree in media relations, journalism, public policy, business administration or related area of study; (20 points)• Master Degree is preferable in related areas is preferable (10 points)• Five years of relevant experience in marketing, advertising or relevant field in the strategic use and monitoring of social media; (10 points)• Excellent knowledge of social media tools and applications with a special focus on community building; Proficient in using new technologies and web-based platforms; (10 points)• Previous experience in public relations, communications, advocacy or a related fields. (10 points)• Experience in working for the UN or other international development organisations on a similar assignment. (5 points)• Graphic design capabilities are a strong asset; (5 points)	70 Points	70%
	Criteria B: relevance and responsiveness of candidate’s approach, technical proposal and submitted work plan and Methodologies: <ul style="list-style-type: none">• Fluency in English-Written/ Spoken. Supported by sample of reports. (10 points)• Fluency in Arabic-Written/ Spoken. Supported by sample of reports. (10 points)• experience in writing analytical research reports/ project reports/consultancy reports, Supported by samples of reports; (10 points)	30 Points	
Financial	<u>Lowest Offer / Offer*100</u>		30%
Total Score = (Technical Score * 0.7 + Financial Score * 0.3)			

Weight Per Technical Competence	
5 (outstanding): 96% - 100%	The individual consultant/contractor has demonstrated an OUTSTANDING capacity for the analyzed competence.
4 (Very good): 86% - 95%	The individual consultant/contractor has demonstrated a VERY GOOD capacity for the analyzed competence.
3 (Good): 76% - 85%	The individual consultant/contractor has demonstrated a GOOD capacity for the analyzed competence.
2 (Satisfactory): 70% - 75%	The individual consultant/contractor has demonstrated a SATISFACTORY capacity for the analyzed competence.
1 (Weak): Below 70%	The individual consultant/contractor has demonstrated a WEAK capacity for the analyzed competence.

Annexes:

Annex 1 – Template Confirmation of Interest and Submission of Financial Proposal.

Annex 2 – CV Form.

Annex 3 – Price Schedule Sheet.

Annex 4 – Minimum Requirements Checklist.

Annex 5 – Individual Consultant General Terms and Conditions.