

ANNEX-I
TERMS OF REFERENCE
Long Term Agreement

1. Assignment Information

Assignment Title:	Consultant- Coordination of UNDP's Publications
UNDP Practice Area:	Policy and Advocacy
Cluster/Project:	Policy, Communications, and Social Innovation for Human Development
Post Level:	Specialist
Contract Type:	Long Term Agreement (LTA) – up to 3 LTAs
Duty Station:	Home Based/Phnom Penh
Expected Place of Travel:	N/A
Contract Duration:	One year contract, possible extension up to three years

2. Project Description

UNDP has been working with Cambodia since 1958, helping to achieve the eradication of poverty, and the reduction of inequalities and exclusion. We help Cambodia to develop policies, leadership skills, partnering abilities, institutional capabilities and resilience in order to sustain development results. UNDP is one of the world's largest multi-lateral development agencies, present in over 170 countries.

In light of the transition of Cambodia towards Lower Middle Income Country status and the continuing development challenges, the Theory of Change as applied to UNDP's shift to policy-based programming posits that to achieve well-being and build the resilience of Cambodians, the country must build, protect and maximize the return on its assets. UNDP's interventions through programmes and projects help achieve these, along with building institutions and markets, and in building a conducive policy environment.

Such a policy environment is influenced by the dominant public discourse, in turn influenced by the power of the media to shape public opinion. To make an impact on the public discourse, one has to be in the radar of key influencers such as the media and the government. Given these assumptions, UNDP's communications and advocacy approach has shifted to one that targets the key influencers, supports its policy-based programming and changes the media narrative by framing development issues within the context of human development.

This shift in approach will see a change in the main content, messages and substance of what, how and to whom UNDP communicates externally. By proxy, its brand/reputation will place more emphasis on UNDP as a thought leader and a key government partner in shaping policy, and less as a traditional donor providing direct project delivery. A key change in public messaging is that apart from showing evidence or results of UNDP's interventions, substantial analyses of the development challenges and needs are addressed with policy solutions based on UNDP's research.

UNDP Cambodia is recruiting LTA contractors to act as Publications Coordinator to coordinate all publications related activities in the country office.

3. Scope of Work

The main objective of this assignment is to manage and coordinate the timely production and quality of

UNDP publications including policy briefs, researches, reports, etc.

- Coordinate closely with UNDP on the publication requirements and schedule of release, and develop a 12-month production plan (including format and mode of distribution and building database of distribution)
- Ensure consistency and high quality of publications in line with UNDP's standards in branding and editorial style
- Participate in the selection of suppliers, i.e., copy-editor, graphics designer, infographics designer and printer (if required)
- Supervise the work of the copy-editor, graphics/infographics designer and printer (if required) and ensure the timely delivery of requirements
- Coordinate between copy-editor and author/s on content, fact-checking
- Provide all graphics elements to the graphics designer, i.e., logos, graphs, photos, videos, etc.
- Coordinate with UNDP and a translator on Khmer content, if required
- Coordinate with UNDP on publications labeling, i.e., issue no., serial no., etc.
- Provide periodic updates to UNDP on the status of production
- Lead the promotion/distribution of the publication or soft launch/media launch/press conference, if required; and/or write press release, Q&A or talking points

4. Expected Outputs and Deliverables

The LTA contractors shall take sole responsibility for ensuring that the production of UNDP publications is timely produced with quality and in compliance with UNDP corporate publications policy.

UNDP CO shall have the right to reject the work and payment shall not be settled unless deliverables are submitted at the satisfactory level;

All documents to be reviewed under the scope of this ToR are subjected to strict confidentiality and shall not be disclosed to anyone else.

5. Institutional Arrangement

The LTA Contractors will operate under the direct supervision and guidance of the Communications Analyst, and work in cooperation with the Communications team and Policy Team of UNDP Cambodia.

6. Duration of the Work

LTA will be issued for an initial 1 year, with possible extension up to 3 years. UNDP does not warrant that any quantity of the services will be purchased during the duration of the contract. For indicative purposes, only, it is estimated it will require service for 7-10 publications during the first year.

7. Payment Milestones

The payment is made based on the actual number of publications coordinated by the individual contractor. It will be calculated based on the number of working days to coordinate the publications and launch of the publications if required.

No.	Description	Estimated # of Day	Remark
1	Coordinate closely with UNDP on the publication requirements and schedule of release, and develop a 12-month production plan (including format and mode of distribution and building database of distribution)	3 days	One off at the start of the assignment
2	Ensure consistency and high quality of publications in line with UNDP's standards in branding and editorial style	0.5 day	For each publication
3	Participate in the selection of suppliers, i.e., copy-editor, graphics designer, infographics designer and printer (if required)	1 day	For each publication
4	Supervise the work of the copy-editor, graphics/infographics designer and printer (if required) and ensure the timely delivery of requirements	2.5 days or 3 days (if printing is needed)	For each publication
5	Coordinate between copy-editor and author/s on content, fact-checking	2 days	For each publication
6	Provide all graphics elements to the graphics designer, i.e., logos, graphs, photos, videos, etc.	1 day	For each publication
7	Coordinate with UNDP and a translator on Khmer content, if required	0.5 day	For each publication
8	Coordinate with UNDP on publications labeling, i.e., issue no., serial no., etc.	0.5 day	For each publication
9	Provide periodic updates to UNDP on the status of production	1 day	For each publication
10	Lead the promotion/distribution of the publication or soft launch/media launch/press conference, if required; and/or write press release, Q&A or talking points	2 days or 3 days if there is launch	For each publication

The contractor can begin working only after a purchase order (PO) is issued to him/her each time a service is required and following discussion and agreement between the contractor and service requester. The contractor takes his/her own responsibility for performing any service which is out of the scope of this ToR.

Full payment amount is paid within 30 days after satisfactorily completion of work and receiving of original invoice. Each payment is subject to acceptance of work, receipt of Certification for Payment, and performance evaluation duly completed and signed by the head of the respective unit requesting the service. If additional work is needed due to the assignment not meeting the requirements, this will be at no cost to UNDP.

Offerors shall quote one rate of daily professional fee. The rate shall be all inclusive and fixed during the contract period.

8. Minimum Qualifications of the Individual Contractor

Education:	Master's degree in communications, journalism, ICT/Computer Sciences or other related fields
Experience:	- At least 5 years' experience and proven track record working on

	<p>publishing/coordinating development related issues' publications;</p> <ul style="list-style-type: none"> - Working knowledge of Cambodia's development issues especially on the 4 key issues that UNDP is working on – development finance, value chain upgrading, building resilience, and voice and participation is desirable. - Experience with creative design, planning and implementing publications strategy
Competencies:	<ul style="list-style-type: none"> - Creativity - Project management skills - Excellent analytical skills. - Excellent written and oral communication skills in English. - Trustworthiness and ability to work within deadlines.
Language Requirement:	<ul style="list-style-type: none"> - Fluency in English is required.

9. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor

Technical Evaluation Criteria	Obtainable Score
Master's degree in communications, journalism, ICT/Computer Sciences or other related fields	10
At least 5 years' experience and proven track record working on publishing/coordinating development related issues' publications;	40
Working knowledge of Cambodia's development issues especially on the 4 key issues that UNDP is working on – development finance, value chain upgrading, building resilience, and voice and participation	30
Experience with creative design, planning and implementing publications strategy	20
Total Obtainable Score:	100