

Terms of Reference (TOR)

iWomen Inspiring Women App Content & Outreach Officer

LOCATION:	Yangon, Myanmar (with possible domestic travel)
Post Level:	National Consultant
Languages required:	English, Myanmar
Duration :	95 working days (completed by 20 December 2017)
Agency/Project Name:	UNDP Myanmar, Pillar 1 Local Governance Programme, Civil Society and Media Output

1) Background and Project Description

UNDP in Myanmar, through its 'Pillar 1' Local Governance programme and 'Pillar 3' Democratic Governance programme, is implementing initiatives for rural women's empowerment, gender equality, legal/rights awareness and advocacy, and addressing Gender Based Violence. UNDP's key civil society partner for these activities is May Doe Kabar National Network of Rural Women and its Township Leading Groups (federations of Self Reliant Groups). An increasingly important platform for channeling multi-stakeholder support for these initiatives and increasing the outreach to partners and rural women beyond May Doe Kabar has emerged through the *iWomen-Inspiring Women* mobile application (*iWomen* app) for Myanmar.

The *iWomen* app is co-owned by May Doe Kabar National Network of Rural Women and currently managed by UNDP. Content partnerships have been developed with other leading Myanmar women's organizations, centers and networks, Rule of Law Centers and legal rights organizations, local print and broadcast media, and international agencies and INGOs/charities.

Version 1.0 of *iWomen* app was publicly released on March 8th 2016 on the occasion of International Women's Day. During 2016, particular focus was placed on fostering rural women champions through an intensive series of IT literacy trainings across 8 States and Regions and on fostering a growing network of *iWomen* Volunteers.

As of December 2016, *iWomen* app has a user base of 8,000 users most of which are rural women members of May Doe Kabar and other rural women's networks. During 2017, the following are planned:

- (i) Continuing the expansion of the user base, particularly among rural women members of savings/microfinance groups who are a core target audience;
- (ii) Increasing the app's inclusivity and accessibility in rural areas and in multiple ethnic languages, with a special focus on Chin and Shan languages;
- (iii) Incorporating additional desired technical functionality such as a grassroots survey/data collection function which will enable May Doe Kabar leadership to use the app as an advocacy tool and/or to innovate on-line social accountability mechanisms;
- (iv) Transferring increasing editorial and technical management capacities to May Doe Kabar National Network of Rural Women, especially to IT focal points in each Township Leading Group;
- (v) Further developing the app's content and functionality as a learning, community awareness-raising, referrals, coordination and action platform, particularly for women's rights and addressing GBV;

(vi) Further developing the iWomen volunteers network to further expand the IT Literacy training programme to SRG level;

(vi) Developing a long-term sustainability plan for the iWomen Inspiring Women App.

2) Scope of Work

This TOR covers the Scope of Work of the national Junior iWomen app Officer who will work under the guidance of the National App developer and International iWomen App Coordinator.

Specifically, the iWomen app Content and Outreach Officer will undertake the following work:

- Overall support the strategic sustainability plan for the *iWomen* App in all stages of its development to ensure IT training and mobile app coding are part of the plan structure
- Content production and development for Be Inspired and Be Knowledgeable section of the iWomen App'
- Cover iWomen App social media presence (specifically iWomen App Facebook and Twitter accounts)
- Communication with iWomen App users to gather feedback on content and technical functions;
- Support to coordinate iWomen App volunteers network and field trainings;
- Support to MDK for phone installment plan when necessary;
- Other related tasks as assigned by Supervisor

3) Deliverables, Timeframe and Level of Inputs

<u>Deliverable</u>	<u>Expected Date of Completion</u>	<u>Level of Input</u>
<p>1a. Contribute to iWomen App sustainability strategy by strategic developing content for the app as needed to liaise with interested partner organizations.</p> <p>1b. Develop new types of social media posts aimed at increasing engagement of rural Myanmar women. Based on this, develop at least 4 posts a week for iWomen app social Media (Facebook, Twitter). With support from iWomen App lead, develop list of topics of the month (for Be Inspired and Be Knowledgeable) till the end of the year in consultation with MDK IT focal points.</p> <p>1c. With support from iWomen App lead, develop at least two new content for Be Inspired and Be Knowledgeable related to women leadership in local governance;</p> <p>1d. Coordinate iWomen Volunteer Facebook group page by posting weekly announcements for volunteers in coordination with iWomen app team.</p>	30 th August 2017	20 Days

<p>1e. Support iWomen App and UNDP O2 team with informal translation and communications with MDK members and national content partners as needed.</p> <p>1f. Answers users queries on the iWomen webpage, FB page and Talk Together discussion board.</p>		
<p>2a. Contribute to iWomen App sustainability strategy by strategic developing content for the app as needed to liaise with interested partner organizations.</p> <p>2b. With support from iWomen App lead, develop at least two new content for Be Inspired and Be Knowledgeable related to income generation for rural women. Liaise with national NGOs to source already developed content as necessary.</p> <p>2c. Support iWomen App team lead to develop content management manual including contacts of current and potential content collaborators and new topics for future app content development.</p> <p>2d. Analyzing interviews or other data for end-of the year reporting or other donor related reporting.</p> <p>2e. Based on the topic of the month lists, develop at least 4 posts a week for iWomen app social Media (Facebook, Twitter) in coordination with iWomen app team.</p>	30 th September	20 days
<p>3a. Develop at least 4 posts a week for iWomen app social Media (Facebook, Twitter) in coordination with iWomen app team.</p> <p>3b. With support from iWomen App lead, develop at least two new content for Be Inspired and Be Knowledgeable related to income generation for rural women. Liaise with national NGOs to source already developed content as necessary.</p> <p>3c. Support iWomen App Team Lead in liaising with national national NGOs and tech companies for the finalization of the iWomen App sustainability strategy and hand-over.</p> <p>3d. Develop training curriculum for app content management. Train relevant MDK iWomen IT focal points users on content development and iWomen social media strategy during MDK board meeting.</p>	30 th October	20 days

<p>3e. Manage iWomen Volunteer Facebook group page by posting weekly announcements for volunteers in coordination with iWomen app team.</p> <p>3f. Support iWomen App and UNDP O2 team with informal translation and communications with MDK members and national content partners as needed.</p> <p>3g. Support international consultant in analyzing interviews or other data for rural women-related research project(s) with UNDP partners.</p> <p>3h. To answers users queries on the iWomen webpage, FB page and Talk Together discussion board.</p>		
<p>4a. Finalize content management manual including contacts of current and potential content collaborators and new topics for future app content development.</p> <p>4b. Implement 16 Days of Activism Campaign on the iWomen App engaging MDK leaders and IT focal points.</p> <p>4c. Develop knowledge content to promote new series of iWomen app cartons and short animation on gender equality and gender based violence awareness.</p>	30 th November	20 days
<p>5a. Develop analysis of users's engagement on social media to include in final UNDP reporting.</p> <p>5b. Source and edit at least 5 human interest stories of iWomen and MDK users to be included in final UNDP reporting.</p> <p>5c. Contribute to iWomen App sustainability strategy by strategic developing content for the app as needed to liaise with interested partner organizations.</p>	15 th December	15 days

4) Payment Terms

Payment will be certified by the UNDP Interim Office Country Coordinator Specialist -Civil Society and Media based on review and acceptance of the completed deliverables presented with required IC contract paperwork. Full-day work and meetings on weekends will be counted as working days. The contract anticipates a level of input of 95 working days over 5 months.

Payment breakdown of the all-inclusive fixed contract total price is as follows:

Upon completion of Deliverable #1	20%
Upon completion of Deliverable #2	20%
Upon completion of Deliverable #3	20%
Upon completion of Deliverable #4	20%
Upon completion of Deliverable #4	20%

The all-inclusive fixed contract total price includes fees and costs within Yangon and all necessary software and hardware to complete the assignment. The Consultant will be based in Yangon, with possible domestic travel in country based on further agreement on geographic targeting to be determined in further consultation with UNDP partners particularly May Doe Kabar National Network of Rural Women. When required to travel outside Yangon, UNDP will make travel/accommodation arrangements or provide travel allowances as per UNDP rules/regulations for national consultants.

5) Institutional Arrangements

The National Consultant will work under the overall supervision of the Interim Country Office Coordination Specialist. The consultant will be directly working under the Innovation Specialist for Women's Social & Economic Empowerment (iWomen App Lead Consultant) and in close coordination with iWomen team members and UNDP programme staff, as well as with iWomen project stakeholders in Yangon and in May Doe Kabar.

UNDP will lease server space for the project, but the Consultant is expected to furnish his/her necessary computer/android equipment and any programming software necessary for completion of this assignment.

6) Qualifications

The qualifications of the successful Contractor should include:

Experience

- University graduate in a relevant field for the assignment
- At least 2 years' professional experience in development projects targeting women and vulnerable groups preferably for national or international NGOs operating in Myanmar
- Experience in developing of educational content for rural communities
- Previous knowledge and experience with the iWomen app is not required but would be an asset
- Myanmar Language native speaker with advanced English communication skills

7) Recommended Presentation of Offer

- a) Signed P11 with at least three (3) professional references
- b) Cover letter with brief description of most relevant experience against the Qualifications required
- c) Financial proposal that indicates all-inclusive fixed total contract price, supported by breakdown of costs, as per template provided. (*template provided*)

8) Criteria for Selection of the Best Offer

Combined Scoring method – where the Qualifications will be weighted 70% and combined with the Price offer which will be weighted 30%. Only candidates with passing score of 70 on Qualifications will be considered for Price offer.

- Qualifications will be assessed as per following criteria: Education (20 points), Professional Experience in development projects targeting women and vulnerable groups (30 points), Experience – capacity building training (20 points), Experience in developing of educational content for rural communities (20 points); Familiarity with *iWomen* app (10 points).

Approved by: Ms. Jane Lawson,
Interim Country Office Coordination Specialist, UNDP Myanmar

Date: 2 August, 2017

A blue ink signature of Jane Lawson is written over the text of the approval and date.