

Anexo 1

PNUD VENEZUELA IC/042/2017/COORDINATION NNUU

TERMS OF REFERENCE

Name of the consultancy: Sustainable Development Goals (SDGs) Communication Consultant.

Project: 00098345 Resident Coordinator's Office (RCO)

Duration consultancy: 12 months.

Duty Station: Caracas-Venezuela.

Star date: 1 September 2017.

ORGANIZATIONAL CONTEXT

The UN Resident Coordinator Office (RCO) aims to bring together the different UN agencies, funds and programs (AFP) that composed the UN System (UNS) in Venezuela to improve the efficiency and effectiveness of its activities and given cooperation under a perspective of synergy and coherence. The work of the RCO includes the design and development of joint communications, communication campaigns and event planning on behalf of the UN system.

Responding to the mandate given by the Member States to coordinate support among agencies, funds and programs in implementing the 2030 Agenda at country level, the UNS in Venezuela has adopted the *Interagency Strategy to promote the 2030 Agenda*, which includes communication activities to increase the understanding, awareness and engagement on the Sustainable Development Goals (SDG). The RCO must support the implementation of this strategy.

Under the guidance and direct supervision of the Coordination Analyst, the SDG Communication Consultant provides support to activities related to the promotion of the 2030 Agenda and the SDGs, under the UN Communication Group work plan and joint UN communications activities. Specifically, the position focuses on effective communication of the 2030 Agenda in support of the localization and implementation of the SDGs. The Communication Assistant promotes a client-oriented approach in UN and contributes to regular activities in the RCO.

The Communications Consultant works in close collaboration with the RCO staff, the UN Communication Group (UNCG) members, the representative's assistants of the AFP and other interagency groups, as required.

SCOPE OF WORK

The Communication consultant will contribute to enhance the public awareness on the UN system mandates and its role implementing the 2030 agenda.

DUTIES AND RESPONSIBILITIES

- Contributes to the work of the RCO Office to support the *Interagency Strategy to promote the 2030 Agenda* in localizing the 2030 Agenda for Sustainable Development;
- In close consultation with the UNCG members, develops and implements SDG awareness-raising and mainstreaming initiatives to popularize the 2030 Agenda/SDGs;
- Provides support to the Coordination Analyst in the preparation and the implementation of the communication strategies and activities;
- Ensures overall support, including secretariat, logistical and partnership, to the Coordination Analyst and UNCG members in the implementation of activities;
- Creates and broadens spaces for the inclusion of people's voices, including by identifying and convening interested stakeholders at the national and local levels;
- In close consultation with the Coordination Analyst develops initiatives for outreach, awareness raising and community mobilization;
- Liaises and assists in managing the procurement process with local printers, graphic designers, TV and radio production houses when required;
- Gives support to the maintenance of the UNCT Website, Newsletters and other communication tools;
- Supports to the organization and logistics of UN Communication Group (UNCG) regular and ad hoc meetings;
- Works with UN online volunteers to contribute to participatory forms of data gathering and monitoring.

- Expected Outputs:

- Stronger and better functioning UNCG and supported joint UN communication activities in the framework of the implementation of UNCG work plan and the *Interagency Strategy to promote the 2030 Agenda*.
- Increased awareness about and visibility of the 2030 Agenda and the UN's mandates and activities with the government, development partners, private sector, academia, civil society, the local media and the general public.
- Increased availability of UN communication and outreach material and a better reflection of UN priority issues and activities within local actors and media.

- Deliverables

Deliverables	Deadline	Percentage
Report on maintained and updated website and social network SDG content	September 22, 2017	10%
Success Stories drafted and Communication Tools designed that enhance a common culture in UN System on the SDGs and which highlight its value	October 22, 2017	7%
Drafted proposal of media plan on the dissemination of the 2030 Agenda	November 22, 2017	13%
Report on the results reached within the activities of the SDG Spokesperson	December 22, 2017	8%
Interagency bulletins drafted, covering current affairs in areas of strategic interest to the UN System in Venezuela	February 10, 2018	10%

Logistic plan on the preparation of SDG events	March 10, 2018	10%
Report on Communication Pillar of the Interagency Strategy to promote the 2030 Agenda (lessons learned and best practices)	April 10, 2018	7%
Updated database of Local, National and International media	May 10, 2018	8%
Reports on results achieved within the implementation of the media plan on the dissemination of the 2030 Agenda	June 10, 2018	10%
Creation and register of a photo and video database on SDG events	July 10, 2018	5%
Analysis on media partnership reached to popularize the 2030 Agenda/SDGs	August 10, 2018	5%
Drafted proposal on high-impact advocacy campaigns to continuing the awareness-raising and mainstreaming initiatives to popularize the 2030 Agenda/SDGs	September 10, 2018	7%

Data of photos videos

- Payment and Timelines

Payments will be made on the satisfactory delivery of the products and the appropriate management of associated processes needed to achieve the above-mentioned expected outputs.

- Travel

The cost of any travel (including DSA) will be borne by the RCO upon previous approval. Ticket cost will be based on economy class. Boarding passes are required to be presented along with F10s after returning from each mission/trip.

- Institutional Arrangement

The Communications Consultant reports directly to the Coordination Analyst.

- Duration of the Work

The duration of this assignment shall be for an initial period of 12 months;

The assignment will be due to commence on 01 September 2017.

COMPETENCIES

Corporate competencies:

- Demonstrates integrity by modeling the UN's values and ethical standards;
- Promotes the vision, mission, and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favouritism;
- Fulfills all obligations to gender sensitivity and zero tolerance for sexual harassment.

Functional competencies:

- Strong interpersonal skills, communication skills, ability to work in a team;

- Openness to change and ability to receive/integrate feedback;
- Ability to work under pressure and stressful situations;
- Strong analytical, reporting and writing abilities;
- Excellent public speaking and presentation skills.

REQUIRED SKILLS AND EXPERIENCE

- University advanced degree in Communication, Journalism or a related field, preferably with postgraduate studies.
- At least 5 of relevant professional work experience in communications, journalism, copy-writing, editing experience, etc.
- Experience and familiarity with UN procedures is a strong asset.
- Adequate computer and IT skills.
- Experience in photography and design of photo essays.
- Good skills on Writing and speaking in English.

Individual consultants will be evaluated based on the following methodologies:

Cumulative evaluation that takes into account both financial offer and the technical expertise of the potential candidates.

A two-stage procedure will be utilized in evaluating the proposals, with evaluation of the technical component being completed prior to any price component being reviewed and compared. The Price Component will be reviewed only for those individuals whose Technical Component meets the requirements for the assignment.

The technical component, which has a total possible value of 70 points, will be evaluated using the following criteria:

Evaluation criteria	Points
University advanced degree in Communication, Journalism or a related field, preferably with postgraduate studies	20 points;
At least 5 of relevant professional work experience in communications, journalism, copy-writing, editing experience.	20 points.
Experience and familiarity with UN procedures is a strong asset.	15 points.
Adequate computer and IT skills and Experience in photography and design of photo essays -.	15 points
Good skills on Writing and speaking in English	15 points
Technical proposal: Methodology and work plan proposed in response to terms of reference.	15 points
Total technical evaluation	100 points

If the substantive presentation of a technical proposal achieves the minimum of **70 points**, the competitiveness of the offered consultancy expenses will be taken into account in the following manner:

The total amount of points for the fees component is 30. The maximum number of points shall be allotted to the lowest fees proposed that is compared among those invited individuals which obtain the threshold points in the evaluation of the technical proposal. All other proposals shall receive points in inverse proportion to the lowest fees; e.g;