

## Communications Consultant

Job ID/Title:	Communications Consultant
Scope of advertisement:	Globally advertised (Including jobs.undp.org)
Category (eligible applicants):	External
Brand:	UNDP
Practice Area:	Sustainable Development Goals
Additional Practice Area:	Management
Application Deadline:	28 November 2017
Type of Contract:	Individual Contract
Post Type and Level:	International Consultant
Duty Station:	Bonn (Germany)
Languages Required:	English, German
Starting Date (date when the selected candidate is expected to start):	11 January 2018
Duration of Initial Contract:	12 months
Expected Duration of Assignment:	12 months

### A. Project Title

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Global Campaign Center of the UN SDG Action Campaign in Bonn (Germany).

### B. Project Description

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The United Nations Millennium Campaign (UNMC) was established in 2002 by former Secretary-General Kofi Annan, to support people's participation in achieving the Millennium Development Goals (2000-2015) and assist people in holding their governments accountable to their commitments.

As part of the United Nations Development Group (UNDG), prior to the adoption of the 2030 AGENDA, the UNMC was mandated to lead part of the global consultation on the Post 2015 agenda to make the most inclusive and transparent process. As a result, 10 million people participated in this open consultation, and told the United Nations what would make their lives better through the MY World 2015 survey, and the World We Want 2015 platform. This set a new precedent at the United Nations and with policy makers around the world - opening the door to more people-centered policy making.

As a natural continuation after the adoption of the 2030 Agenda and its Sustainable Development Goals (SDGs) in September 2015, the mandate of the UNMC was extended

as a special initiative of the UN Secretary-General to support peoples' participation in SDG implementation.

The now called UN SDG Action Campaign works to build new multi-stakeholder partnerships to ensure a transparent dialogue between decision makers and their constituencies, especially the most marginalized and vulnerable populations. It will continue to leverage cutting-edge communication technologies, to show the human story behind development challenges and create deeper empathy and understanding between decision-makers and their people. Finally, it will use data, technology and innovation to empower people with the knowledge and tools to become actively involved in supporting their governments with SDG implementation and to continue to involve as many people as possible in the decision-making process.

To ensure the Campaign is fit for purpose to deliver on this mandate, a Global Campaign Center has been established in Bonn (Germany) to act as a hub to inspire people's action on the Sustainable Development Goals, connect and amplify stakeholder efforts, open up measures of accountability, aggregate citizen-generated data, showcase impact, share best practices, and incubate and test out innovative efforts around SDG implementation.

The UN SDG Action Campaign is therefore seeking to recruit a Communications Consultant to develop and implement global integrated communications and branding strategies and provide strategic communications advice and support to the Campaign. The Communications Consultant will work together with the UN DSG Action Campaign team to increase the Campaign's capacity to communicate effectively to all stakeholders and partners, raising public awareness and increasing engagement for the SDGs while enhancing the strategic positioning of the Campaign.

### **C. Scope of Work**

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Summary of key functions:

#### **1. Design and implement the communications strategies and workplans of the UN SDG Action Campaign**

- Develop and implement communications and branding strategies and workplans for the UN SDG Action Campaign in support of the Campaign's strategic objectives;
- Design and implement specific communications and media plans for relevant milestones of the Campaign, including the annual Global Festival of Action for Sustainable Development, the UN General Assembly, the Global Day of Action, and other relevant campaigns, events and initiatives in Bonn and internationally.

**2. Establish and maintain communication partnerships of the SDG Action Campaign**

- Broker and nurture partnerships with other UN bodies, donors, partners and other relevant institutions to ensure coherence and support in the delivery of the communication strategies;
- Build new and innovative partnerships with media organizations to ensure visibility and strengthen the Campaign’s impact;
- Identify communication partnerships and opportunities to support the work of the regional focal points;
- Identify, broker and manage partnerships with relevant local and national media and communications stakeholders;
- Liaise and coordinate with external communications agencies and partners for the development of communication toolkits and resources for partners and campaigns.

**3. Coordinate the content creation and distribution efforts of the Campaign**

- Coordinate and curate the SDG Studio by developing, managing and distributing content;
- Support the development of consistent communications platforms and resources to raise awareness, increase public engagement, and develop a strong community of practice for the SDG Action Campaign;
- Coordinate the production of media, communications and social media tools and assets for various audiences and platforms and ensure their dissemination via the Campaigns channels including media pitches, presentations, promotional materials, videos, website content, monthly announcements, newsletters, articles for intranet and reporting materials;
- Ensure the effective dissemination of the Campaign’s plans, partnerships, and initiatives.

**D. Expected Outputs and Deliverables**

<b>Deliverables/ Outputs</b>	<b>Estimated Duration to Complete</b>	<b>Target Due Dates</b>	<b>Review and Approvals Required</b>
<b>UN SDG Action Campaign Comms Strategy</b>			
Design and implementation of a communications and social media strategy for the SDG Action Campaign	6 months	July 2018	Head of Office
Design and implementation of a communications plan for the	3 months	March 2018	Head of Office

2018 Global Festival of Action			
Design and implementation of a communications plan for the 2019 Global Festival of Action	6 months	January 2019	
Co-create one web platform to serve as an entry-point to the UN SDG Action Campaign and SDG Action	5 months	June 2018	Head of Office
Develop and implement clear social media strategies resulting in a larger and active social community	12 months	January 2019	Head of Office
Develop the communications and branding guidelines for each of the 4 key projects of the SDG Action Campaign	6 months	July 2018	Head of Office
Produce 4 quarterly internal reports of communications results and community engagement	12 months	January 2019	Head of Office
<b>Communications partnerships of the SDG Action Campaign</b>			
Broker at least 6 media partnerships for the Global Festival of Action	12 months	January 2019	Head of Office
Build and grow a database of press and media contacts	12 months	January 2019	Head of Office
Identify and establish at least 6 long-term partnerships with media organizations to ensure visibility and strengthen the Campaign's impact	12 months	January 2019	Head of Office
Actively participate in monthly UNCG meetings for the UN Bonn and regional/global Communication groups	12 months	January 2019	Head of Office
Timely update communications focal points and ensure distribution of the Campaigns materials and specific campaigns	12 months	January 2019	Head of Office
Manage media requests and actively seek coverage including op-eds, interview and mentions of the Campaigns work in the	12 months	January 2019	Head of Office

media			
<b>Content creation</b>			
Create and implement specific communications campaigns for activities and events of the Campaign	6 months	July 2018	Head of Office
Develop of a communication toolkit for each of the Campaign's key projects ensuring assets are updated and accessible	12 months	January 2019	Head of Office
Produce and oversee the generation of communication products including 12 monthly newsletters, at least 24 web articles, marketing materials, social media content, multimedia, media kits, etc.	12 months	January 2019	Head of Office
Build and maintain the SDG Studio, identifying opportunities and ensuring distribution for at least 20 pieces	12 months	January 2019	Head of Office

## **E. Institutional Arrangement**

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The UN SDG Action Campaign is seeking a Communications Consultant based in Bonn (Germany) to provide support with the development and implementation of a global integrated communications and branding strategy and to provide strategic communications advice and support to the Campaign.

The Communications Consultant will report to the Head of Office of the Global Campaign Center. The incumbent will liaise regularly with the Executive Office of the UN SDG Action Campaign in New York, and take part in weekly team meetings/teleconference with the rest of the Campaign team. The incumbent will also interact regularly with Campaign partners in Bonn and at the global level.

The selected applicant may be expected to undertake official missions. The travels will be arranged and covered by UNDP/BPPS/SDG Action Campaign. **Therefore, applicants are not expected to include the cost of official missions in their financial proposals.**

## **F. Duration of the Work**

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The duration of the assignment is from 11 January 2017 to 10 January 2018 (12 months).

## **G. Duty Station**

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The duty station for this contract will be the Global Campaign Center of the UN SDG Action Campaign in Bonn (Germany).

## **H. Qualifications of the Successful Individual Contractor**

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Education:

- Master's university degree in International Media and Communications or related field;

Experience:

- Minimum of 7 years' experience in communications and media outreach projects;
- Demonstrated ability to effectively manage communications projects;
- Experience in managing communications across countries and for diverse constituencies;
- UN experience an asset;
- Communications/event management agency experience an asset.

Language Requirements:

- Excellent writing, editing and oral communication skills in English and German a must.
- Knowledge of other UN languages an asset

## **I. Presentation of Offer**

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Interested individual consultants must apply on the e-tendering system: <https://etendering.partneragencies.org> and they should submit the following documents/information to demonstrate their qualification

- Motivation/Cover Letter: Explaining why they are the most suitable candidate for the work;
- Personal History (P11): Applicants are required to fill out and sign a P11 Form. The P11 should include Contact details of 3 references; the P11 form can be downloaded at [www.sas.undp.org/Documents/P11\\_Personal\\_history\\_form.doc](http://www.sas.undp.org/Documents/P11_Personal_history_form.doc)

- A financial proposal. The applicants are instructed to submit their financial proposals in US Dollars for this consultancy, using the financial proposal template “Confirmation of Interest”. To assist the requesting unit in the comparison of financial proposals, the financial proposal should be all-inclusive and include a breakdown. The term ‘all-inclusive’ implies that all costs (daily rate of professional fees, communications, utilities, consumables, insurance, etc.) that could possibly be incurred by the Contractor are already factored into the financial proposal.
- The financial proposal (Confirmation of Interest) and the technical proposal files (Motivation Letter and P11) MUST BE COMPLETELY SEPARATE and uploaded separately in the system and clearly named as either “Technical Proposal” or “Financial Proposal”, as appropriate. Each document shall include the Proposers’ name and address. **The file with the “Financial Proposal” must be encrypted with a password so that it cannot be opened nor viewed until the proposal has been found to pass the technical evaluation stage.** Once a Proposal has been found to be responsive by passing the technical evaluation stage, UNV shall request the Proposer to submit the password to open the Financial Proposal. The Proposer shall assume the responsibility for not encrypting the financial proposal.
- This consultancy is for local procurement only. It is open to citizens of the European Union (EU)/European Economic Area (EEA) member states or holders of residence and unlimited work permits in EU/EEA member states. All travel, interview and relocation costs, if any, incurred to take up an assignment at the duty station in Bonn are at the expense of the applicant.

Incomplete applications will not be considered. Please make sure you provide all requested documents. Any queries should be sent in a separate e-mail and addressed to: **procurement@unv.org** clearly marking **84947\_Communications Consultant** in the subject line

#### **J. Criteria for Selection of the Best Offer**

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All applicants will be screened against the qualifications and the competencies set above. Candidates fully meeting the requirements will be further evaluated based on the criteria below.

Technical Criteria – 70 % of total evaluation– max. 70 points:

CV review: 70 points;

- Educational qualifications as defined in the ToR (15 points);
- Experience in communications and media outreach projects across countries and for diverse constituencies (20 points);
- Experience in PR and Event management (20 points);
- Knowledge of English and German (15 points).

Only those individual consultants who obtain at least 70% of points from the CV review will be considered for the financial proposal evaluation.

Financial Criteria – 30 % of total evaluation – max. 30 points.

- Financial scores will be calculated using the formula [lowest offer / financial offer of the candidate x 30].
- UNDP applies the “Best value for money approach” – the final selection will be based on the combination of the applicants’ qualification and financial proposal.

Payment Term:

- Payments will be processed monthly upon submission of the monthly time-sheet, the monthly report of archived deliverables, results and progress and obtaining approval of the Service Centre Head of Office (or Officer-in-Charge).