

Terms of Reference

National or International consultants: National

Description of the assignment (Title of consultancy): PR & Media Consultant

Project Title: Sustaining and Enhancing the Institutional Capacity of the Investment Development Authority of Lebanon (IDAL- Phase II)

Period of assignment/services: Till December 31 2018

1. Background

Project Background: The UNDP Project at IDAL was set-up in 2003 to provide IDAL with strategic and advisory support in performing its functions. Over the years, the role of the UNDP Project has taken a more operational focus to fill the shortage in IDAL staff and technical capacity. Today, some of IDAL's key functions including investment facilitation, marketing and promotion and investor targeting are undertaken by UNDP staff.

In 2011, a new project was set-up to provide IDAL with the institutional set-up needed to improve the delivery of its key functions and develop the capacity for a long-term sustainable structure. The project was successful in meeting most of its set targets while actively working in parallel on capacity building, building the infrastructural base for improved investors' service delivery. In 2017 a new Project Document was put in place which will mainly focus on providing advisory support to IDAL on meeting socio-economic development challenges.

Context of the required services: With the increasing role of IDAL as the sole national provider of information for investors, there is increasing need to increase awareness of the institution services among local and regional stakeholders. Furthermore, today the role of IDAL as main economic player with the government is not well acknowledged. Having a PR Consultant that who will help forge the image of the institution among national and local players could help re-position IDAL as key economic institution in the government.

Relevance/ purpose of the work required and how it is linked to the project context: The purpose of the work required is help cement the place of IDAL among the national government as key economic institution involved in policy making.

2. Scope of work, responsibilities and description of the proposed analytical work

- **Task 1:** Submit a detailed proposal on the TV shows that IDAL will be present in to promote Lebanon and investments in Lebanon

- **Task 2:** Submit a detailed proposal on a national roadshow to be implemented by IDAL to promote IDAL's services including with municipalities and associations
- **Task 3:** Submit a detailed proposal for organizing local roundtables with heads of municipalities and local players within the goal of promoting regional development
- **Task 4:** Identify key events or missions that would promote the image of IDAL and Lebanon

3. Expected Outputs and deliverables

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required <i>(Indicate designation of person who will review output and confirm acceptance)</i>
Deliverable 1: Proposal of schedule of TV appearances by topic and date submitted and implemented	1 month after contract signature	31 May 2018	IDAL's Chairman and Senior UNDP Communication and Marketing Officer
Deliverable 2: Proposal of roadshow schedule in Lebanon submitted	3 months after contract signature	31 July 2018	IDAL's Chairman and Senior UNDP Communication and Marketing Officer
Deliverable 3: Schedule of roundtables to promote regional development submitted and implemented	5 months after contract signature	30 September 2018	IDAL's Chairman and Senior UNDP Communication and Marketing Officer
Deliverable 4: Key events or missions to promote the image of IDAL and Lebanon identified and report submitted	8 months after contract signature	31 December 2018	IDAL's Chairman and Senior UNDP Communication and Marketing Officer

4. Institutional arrangements

The Consultant will work in close coordination with IDAL's Chairman, the UNDP Project Manager, and the Marketing and Communication Department of IDAL

5. Duration of work

The duration of the assignment will be on a part-time basis for a total duration of 8 months. The service should not exceed the 60 hours per month; i.e. 360 hours for the entire duration of service.

The delivery of outputs will take place according to the expected delivery date detailed in section D above.

6. Duty station

The consultancy is Beirut-based and will be mostly based at IDAL premises in Downtown Beirut.

7. Requirements for experience and qualifications

I. Academic Qualifications:

A University Degree (Bachelor or equivalent) in Public Relations, Information or related fields.

II. Years of experience:

A minimum of 10 years of relevant experience, preferably with the Lebanese Public Administration

III. Technical experience:

- Previous experience with government institution is a must
- Extensive contact with media channels

IV. Competencies:

- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Past demonstrated experience in events' organization
- Advanced knowledge and familiarity with media outlets in Lebanon
- Displays integrity
- Keeps abreast of new developments in profession
- Demonstrated creativity and capacity to innovate
- Actively seeks to develop professionally and personally
- Ability to handle a large volume of work under time constraints
- Solid relationships with key media people in all media channels and platforms
- Excellent Interpersonal Skills
- Excellent communication skills
- Awareness of different media agendas
- Excellent verbal, written and presentation skills.
- Proven inter-personal skills
- Works collaboratively with colleagues and the administration to achieve project and administration goals

8. Scope of Price Proposal and Schedule of Payments

Will the payment be issued based on Lump Sum Amount or daily fee? Lump Sum Amount is the preferred approach.

The payments will be done upon submission and acceptance of each deliverable:

Payment 1: 25% to be disbursed of the total fee upon completion and acceptance of Deliverable 1

Payment 2: 25% to be disbursed of the total fee upon completion and acceptance of Deliverable 2

Payment 3: 25% to be disbursed of the total fee upon completion and acceptance of Deliverable 3

Payment 4: 25% to be disbursed of the total fee upon completion and acceptance of Deliverable 4

