

TERMS OF REFERENCE

Development of Communications and Informational Materials on Justice Reform in Support of the JUST Project

This Terms of Reference describes the services to be provided by a consultancy firm or consortium of consultants in the Development of Communications and Informational Materials on Justice Reform in Support of the JUST Project. The background and context within which the services are to be designed and delivered are further described in the related Request for Proposal and supporting documents.

1. Project Description

DFATD is providing assistance to the Government of Jamaica (GOJ) to support justice sector reforms, through a \$19.8 Million initiative, called the “**Justice Undertakings for Social Transformation (JUST)**” Program. The project is currently being implemented by the Government of Jamaica (Ministry of Justice with the Justice Reform Implementation Unit (JRIU) with support from Canada’s Department of Justice (Justice Canada) and the United Nations Development Program (UNDP). Non-state implementing partners will be integrated into the structure of the JUST in the 2018/19 Fiscal year. The JUST can be divided into three components, as follows:

A) Technical-Legal Assistance Component: This component involves deployment of Canadian technical experts and Justice Canada personnel to Jamaica, to work with the Ministry of Justice, the Office of the Director of Public Prosecutions and the Courts to address a wide range of matters aimed, at improving the capacity of core justice sector institutions to manage and implement their core business.

B). Institutional Strengthening Component: This component involves strengthening the technical and result-based management capacity of the Ministry of Justice of Jamaica, primarily through the establishment of the Justice Reform Implementation Unit (JRIU).

C). Social Order Component: This component will focus on initiatives aimed at improving the capacity of women and men and girls and boys to equitably access gender-sensitive justice information, advice and services, as well as improving the capacity of citizens, civil society representatives (including women’s rights organisations) and legal professionals to participate in the justice reform process.

This activity falls under the Social Order Component and is designed to fulfill the immediate outcome of “*Increased equitable access by women, men and youth to legal information, legal advice and support services*”.

2. Purpose

This consultancy is designed to implement in full and achieve the results and targets ascribed to the following output from the JUST Performance Measurement Framework:

Output 6.1.1: *Gender responsive legal information, education and communications materials developed, and identification of appropriate materials and modalities for content transference.*

3. Scope of Work

Employing a Gender-based analytic approach, the Consultant shall plan and implement the key technical services outlined below. The consultant shall design and implement these services in a manner that meets the requirements of the JUST Performance Measurement Framework, and reflects the policy requirements of the Government of Canada. Care should be taken to ensure that all work reflects Canada's Feminist International Assistance Policy, in particular as it regards, 'decision-making', 'rights', and 'access and control'. In particular:

- The services provided under this consultancy must be consistent with the Policy, which states that the achievement of equality between women and men is a key factor in ensuring sustainable development. The duties and responsibilities of the consultant shall include ensuring that gender equality principles and practices are respected in all activities under this project.
- The JUST Project and its sub-components are expected to advance gender equality and the empowerment of women and girls by implementing initiatives that adhere to the following objectives:
 - To enhance the protection and promotion of the human rights of women and girls;
 - To increase the participation of women and girls in equal decision-making, particularly when it comes to sustainable development and peace; and
 - To give women and girls more equitable access to and control over the resources they need to secure ongoing economic and social equality

Summary of Services:

1. Create gender-responsive² content on legal/justice reform information and design related public education methodologies and modalities for optimal delivery.
2. Define strategies and processes for the transference of content to appropriate communications media (new and existing) utilised by state and non-state actors within the justice or related sectors.
3. Ensure that all content receives appropriate levels of approval from Global Affairs Canada, the Ministry of Justice (through the JRIU), the JUST's Gender Specialist and any other relevant content approval mechanism put in place by the Project owners.
4. Participate in and support all relevant project coordination activities, including communications, monitoring, reporting and fiscal accountability requirements put in place from time to time.

² Consultant will have access to specified Gender consultants for review of material (Gender Consultancy group implementing other aspects of Social Order)

Main Duties/Deliverables:

- i. Collaborate and engage with project partners and other agreed stakeholders to identify and agree key communications and educational goals and parameters for the development and provision of gender-responsive information on justice/legal reform.
- ii. Work with an appropriate and approved core of contributing specialist entities to develop, adapt or publish specialist content to be integrated into justice reform communications and sensitization materials and media, and compensate such entities for their services, content and input.
 - o Contributing specialist entities might include: The Office of the Children's Advocate, Youth Specialists, Justice Related NGOs [e.g. Independent Jamaica Council for Human Rights (IJCHR), Jamaicans for Justice (JFJ)], Women's Rights Organisations (51% Coalition, Woman Inc., WROC, Coalition for Vulnerable Communities (CVC)], Jamaican Bar Association and related lawyers' associations, UNICEF, UNODC, representatives from the Disabilities sector, artists, musicians, animators, film-makers and others.
 - o In addition, engagement with other stakeholders across the justice and social sectors, including community-based groups representing the interests of communities, women, children and male and female youth, and entities such as Victim Support Division, JCF, CISOCA, CPFSA, will also be necessary in order to appropriately frame and validate content throughout the development process.
- iii. Create gender-responsive content that provides information on the key steps that all citizens (including women and girls) must know and do when their rights are violated.
- iv. Create gender-responsive content to inform court users on key court processes, including common criminal, family and civil matters. A Mapping of Justice services that are available across the country should be conducted, highlighting those that provide assistance directly to the public. Content should be designed to enable citizens (including those of different gender, ages and abilities to 'Understand the Justice System', including the goals of the justice system and the roles of key actors in the judiciary, court services, security sectors, and the legal fraternity. The different expectations of the public, the police, the judiciary and related state agencies should be taken into account.
- v. Ensure that content that is developed:
 - o Is easily understood by the target audience(s);
 - o Depicts women and men, girls and boys in interchanging roles that aim to challenge gender stereotypes;
 - o Is attractively designed and visually appealing;
 - o Is politically neutral and non-discriminatory;
 - o Incorporates, where feasible and appropriate, the use of sign language, braille, Jamaican language, cultural icons that do not reinforce gender stereotypes, social media and a wide range of communication methods;
 - o Is approved by GAC, MOJ and the JUST Gender Specialist, prior to finalisation.
- vi. Adapt, design and develop content and multi-media products for delivery via a variety of communication modalities and media, to include but not be limited to:
 - o A broad array of digital/web-based technology products for use on computers, tablets, cell-phones and at information kiosks and on smart boards in Courts and other justice service centres.
 - o Multi-media features and presentations, such as animation, short films, music videos etc.;

- Digital technology products that utilise interactive platforms, such as mobile apps, games, interactive maps etc.;
 - Graphic/printed products (e.g. cartoon booklets, posters, maps, bus wraps, newsletters);
 - Content that is adaptable, where feasible, for use in training sessions, seminars, radio/TV, drama/street theatre, performing arts.
- vii. Prepare a procurement dossier with specifications on recommended materials, equipment and supplies required to broadcast, publish or distribute content, as well as the recommended modalities to be utilised, and possible suppliers, and submit same to JUST's procurement and logistics support entity.
- viii. Develop gender-responsive communications plans and social media strategies to promote the various products, targeting the poorest and most vulnerable.
- ix. In collaboration with GAC and other project implementation partners, plan and implement or support the implementation of strategic gender-responsive communications activities and events for public sensitisation on the goals and achievements of the Social Order component of the JUST, highlighting the gender equality aspects.

4. Team Composition, Roles and Responsibilities

The consulting firm or consortium of consultants must:

- Demonstrate its experience in ensuring effective management of financial resources for projects/programs, similar in scope and complexity to the current mandate.
- Demonstrate its experience implementing projects within an International Development results based monitoring framework, similar in scope and complexity to the current mandate.
- Demonstrate its understanding of legal or justice related public education needs and requirements; gender-responsive development and communications for development.

In addition, the team of specialists proffered must include appropriate personnel to fill three mandatory positions: A Project Coordinator, a Communications/New Media Specialist and a Multimedia Developer. The roles and responsibilities of each is outlined below.

A. Project Coordinator:

Qualifications and Profile

The Project Coordinator must have a minimum of a Master's degree in Sociology, Behavioral Sciences, or related discipline, and at least five (5) years of project management experience in projects of similar scope and complexity.

The Project Coordinator must:

- a. Demonstrate high level management experience and knowledge of results based management practices, including previous experience leading a team and managing the performance of staff and /or contracted expertise to ensure that professional standards are met.
- b. Demonstrate experience in leading a collaborative process with multi-stakeholders from the Public and Civil Society sectors, preferably in Jamaica, other Caribbean countries or the Commonwealth.

- c. Demonstrate an understanding of risks that could impede the project from attaining results.
- d. Have knowledge of the justice sector and/or legal reform environment.
- e. Knowledge of the child protection sector, gender-responsive development or communications for development methodologies are a plus.

Role and Responsibilities

The Project Coordinator shall be responsible to:

- Lead the implementation process of a diverse team, and be technically and financially accountable for the results of the consultancy.
- Ensure that all tasks and activities are completed on time and within budget, and in a manner that meets the results and objectives of the JUST.
- Be guided by the GAC Project Manager in ensuring that activities remain congruent with the JUST Performance Measurement Framework and Logic Model.
- Be guided by the UNDP in meeting its fiscal accountability and quality assurance requirements.
- Collaborate with the Project Monitor and other M&E specialists regarding the application of internal evaluation instruments designed to respond to the immediate outcome indicators
- Report to GAC through the GAC Project Manager using required reporting templates.
- Ensure timely submission of all reports and deliverables, using approved templates.
- Adhere to agreed timeframes and modes of implementation.
- Ensure early and continuing engagement with the GAC Project Manager, the UNDP, and the Ministry of Justice through the Justice Reform Implementation Unit (JRIU) Director, as well as collaboration with other JUST implementation partners, as and when required.
- Ensure that women are part of the planning, decision-making and implementation process, in line with Canada's Feminist International Assistance Policy
- Ensure smooth collaboration with and engagement of contributors, specialist stakeholders and other stakeholders across the justice and social sectors, including groups representing the interests of communities, women, children and youth should also be consulted during the development process.
- Ensure all content and materials are gender-responsive.
- Ensure sex disaggregated data (& other intersecting data as relevant) is collected wherever applicable, to include data on girls and boys
- Ensure development of gender-responsive approved communications plans, social media strategies and promotional events that will publicize the various products, activities and achievements of this component. Ensure that the aspects reflecting gender equality and support for the most vulnerable are duly highlighted.
- Plan implementation schedules in collaboration with GAC, UNDP and the JRIU.
- Ensure communication products, plans or strategies all receive the appropriate approvals from the JRIU and DFATD, prior to broadcast, publication or implementation.

B. Communications and New Media Specialist:

Qualifications and Profile

The Communications and New Media Specialist must have a minimum of a Bachelor's degree in Communications, Communication for Development, Marketing, Public Relations, or related discipline.

Post graduate certification in any Communications or Development field is a plus. The candidate must have at least five (5) years of related professional work experience, preferably with Donor funded or Public Sector projects that have a Communications for Development, Social Marketing or Behaviour Change objective.

The Communications and New Media Specialist must:

- a. Demonstrate experience in designing and implementing development/communications projects, particularly those that included development of content and products for communication and social marketing for behavior change.
- b. Demonstrate experience working with partners in developing specialist content that is gender-responsive.
- c. Demonstrate experience in designing, adapting or applying content to a variety of communication modalities or media, and developing varied strategies and tools for broad-based public consumption and use, including online materials or products and the use of social media.
- d. Demonstrate experience in developing and implementing social marketing campaigns, especially in campaigns designed to elicit behavior change.
- e. Demonstrate experience in projects that utilised a broad array of gender-responsive communications applications and modalities.
- f. Have a keen understanding of socio-cultural issues within a Jamaican/Caribbean context, especially as it relates to notions of gender and the treatment of children.
- g. Have understanding of and experience in the application and use of Jamaican language, and the language of popular culture, in communications strategies and products.
- h. Experience working within a cultural, entertainment industry/environment is desirable.

Role and Responsibilities

The Communications and New Media Specialist shall be responsible to:

- Collaborate with JUST project team(s) and other stakeholders, to conduct review of existing legal and justice reform educational content /information used for public consumption, assessing for gaps, identifying areas for refinement, elaboration, updating etc.
- In collaboration with the JUST project team, the JRIU, GAC Project Manager, and the UNDP, conduct or participate in a stakeholder analysis to identify stakeholders who will be involved in content development and /or content review
- In close collaboration with the Gender Specialists, and other short-term specialists as relevant, create or re-design content as detailed in the Output matrix set out in this TOR, ensuring alignment with budgetary allocations and adherence to the recommendations of the MOJ and GAC.
- Manage the timely flow of information, and advise or report on ongoing, new or emerging issues that can affect the delivery or uptake of information.
- Maintain proper records and submit regular reporting in the approved formats, to the Project Coordinator, the GAC Project Manager and the UNDP, as required.
- Organize, schedule and /or attend meetings as agreed on with the Project Coordinator, GAC Project Manager or the UNDP, and/or with other local project partners
- Undertake other related tasks as directed by the Project Coordinator, the GAC Project Manager or the UNDP.

C. Multimedia Developer

Qualifications and Profile

The role of Multimedia Developer can be performed by an individual or firm. The Multimedia Developer must have a Bachelors' Degree or equivalent certifications in Media, Communications, Programming, Graphic Design, Multimedia/Digital Technology Studies or related area. The Multi-Media Developer must have four (4) or more years of relevant professional experience in the design and development of multimedia products in donor-funded or public sector projects targeting social or behaviour change. Additionally, the Multimedia Developer must be able to:

- a. Demonstrate proficiency in the design and development of multimedia communications products using graphic, video and animated content.
- b. Demonstrate proficiency in the development of content and products for new media, including designing and developing mobile apps, interactive programmes or games, content for social media campaigns or other use of digital technologies.
- c. Demonstrate experience in computer programming, graphic design, web development and the design and production of animations, short-films, advertisements or other audio-visual presentations.
- d. Demonstrate experience in the production of educational or promotional content targeting the general public on issues of social or behaviour change.
- e. Demonstrate experience in implementing multi-media content development projects, preferably in the development field or social sector.
- f. Experience in developing communications products for justice, public sector or legal reform is an asset.
- g. Experience in developing communications products targeting children or disabled persons is an asset.

Role and Responsibilities

The Multimedia Developer shall be responsible to:

- Create, design, develop, adapt, test and modify agreed multi-media products for educational and promotional communications on justice reform related issues, using multiple communications modalities including interactive digital technologies.
- Present completed, editable and publication-ready content and products within the timeframes and budgetary limitations set by the JUST project.
- Ensure that all content created meets with the requirements of the JUST project, including the specifications set out in this TOR.
- Integrate, as appropriate, communication strategies and methodologies designed to ensure that content is gender-responsive, appeals to men, women and youth, accommodates varying abilities and disabilities and appropriately targets the most vulnerable.
- Support the completion of the Output Matrix attached to this TOR and the fulfillment of related indicators and targets under the JUST Performance Measurement Framework.
- Support the communications goals and objectives of the JUST project.
- Provide such reports, data, user guidelines or other accompanying documentation as are requested by the Project Coordinator or GAC Project Manager from time to time.
- Complete all other duties assigned by the Project Coordinator.

5. Performance Measurement & Accountability for Results

The Consultants must produce the outputs/results outlined in the table below, and plan, design and fully implement all associated activities:

Component 3 (UNDP) – Immediate Outcome - Increased equitable access by women, men, & youth to legal information, legal advice & support services	
Outputs	Activities
<p>Output: 6.1 Increased equitable access to & knowledge of Justice systems & processes by women, men, young women and young men</p> <p>6.1.1 Gender-responsive Legal information, Education and Communications Material developed & identification of appropriate materials, modalities for content transference</p>	<p>6.1.1 Creation of gender-responsive³ legal and educational information (Content to be signed off by GAC, & ultimately, Ministry of Justice)</p> <p>a) Conduct a stakeholder analysis to identify specialist stakeholders for engagement in content development, and secondarily, a stakeholder group to provide comments &/or content reviews</p> <p>b) Mapping of Justice related services</p> <p>Creation of gender-responsive content on legal information for citizens –</p> <p>c) ‘Taking the Right Steps’ – what to do when all citizens’ rights are violated / person comes into conflict with or before the law – related to various scenarios under criminal, family or civil matters</p> <p>d) Creation of gender-responsive content on: Understanding the Justice System (‘Justice and You’) outlining Goals, Roles & Expectations (of public, of police, of judiciary, of related state agencies and other court users such as prosecutors and defence attorneys)</p> <p>e) Payments to content developers</p> <ul style="list-style-type: none"> • Identification of appropriate suppliers for various product platforms, obtaining

³ Consultant will have access to specified Gender consultants for review of material (Gender Consultancy group implementing other aspects of Social Order)

Component 3 (UNDP) – Immediate Outcome - Increased equitable access by women, men, & youth to legal information, legal advice & support services

Outputs	Activities
	<p>multiple quotes and specifications, ensure value for money</p> <ul style="list-style-type: none"> • Mapping of Justice related services (hard/soft versions - Visual & listed, 'online ready') • Mobile Apps: 'Justice & You' • Content for Smart Board(s) • Content for Computer Kiosks • Other Materials: Visual materials – cartoons (animation & paper; e.g. animated stories for children for online consumption), maps, poster boards, buses, (include: Braille, sign language, symbols) <p>f) Prepare & submit a folder for procurement entity⁴ of agreed on recommended and agreed suppliers</p>

6. Other Team Responsibilities

In addition to their accountability for the results above, the Consultants will be required to meet the wider obligations of all JUST implementation partners, particularly those outlined below:

Communications and Visibility Actions:

- Consultants should design and report on a communication strategy, including visibility actions promoting the JUST, Global Affairs Canada and the Justice reform agenda of the Government of Jamaica.

Monitoring:

- The Project Coordinator will communicate and collaborate with the Project Monitor, who reports to DFATD, to design and apply internal evaluation tools for the purpose of collecting baseline information and tracking progress against the immediate outcome. The data collected by /through the Project Coordinator must be aligned with the JUST Performance Measurement

⁴ Consultant will have access to a UNDP procurement & logistics coordinator & UNDP procurement paid from a different implementing budget under the Social Order component

Framework and integrated in the semi-annual and annual reports (as defined by the GAC Project Manager).

7. Reporting Requirements

Reporting to UNDP

The Consultants will be contracted directly to UNDP, and will be supervised by UNDP to ensure that the technical quality and fiscal accountability requirements of the contract are met. The Consultants will fulfill the reporting responsibilities put in place by UNDP under the contract.

Reporting to DFATD/GAC

In implementing this contract, the Consultants will be under the overall guidance of the GAC Project Manager. The GAC Project Manager will provide oversight to all Social Order implementing entities to ensure synchronicity and conformity with the JUST Performance Measurement Framework and Logic Model. The Consultants are required to provide regular updates on progress and other deliverables as outlined in the Deliverables Schedule, or as requested by the GAC Project Manager from time to time.

The Consultants must forward to DFATD the reports set out below in accordance with the standards established for the content, presentation, language, number of copies and timelines.

General Standards of Reporting

Unless otherwise stated, the Consultants will, to the extent possible:

- i. Ensure that reports are gender-responsive, disaggregating data and tracking impact on men and women, boys and girls.
- ii. Ensure that reporting practices are environmentally responsible, and as far as practicable:
 - use both sides of the page when producing documents, reports, etc.;
 - use recycled paper to print and produce reports and other documents.

Templates

All reporting templates/formats will be provided by the GAC Project Manager during the clarification meetings. All reports will be submitted in soft copy to the GAC Project Manager for review and comment prior to the approval by the DFATD PTL.

The following templates will be provided:

- Project Work Plan
- Process Narrative & Financial Report – timing to be confirmed
- Final Narrative & Financial Report

8. Schedule of Deliverables and Payments

Deliverables	Estimated Deadline	Payment Percentage
1. Inception Report to include : - Detailed work-plan, incorporating recommendations from GAC and UNDP, and finalizing timeframes - Methodologies - Stakeholder Analysis and Consultation Plan	End of Week 2	10%
2. Stakeholder Consultation Report, with: - Proposed Listing of Multimedia Communications Products to be either developed or acquired and adapted - Mapping of Justice Services	End of Week 6	
3. Final Plan for the Design and Development of Multimedia Products on Justice Reform, incorporating approved stakeholder recommendations and agreed requirements from GAC.	End of Month 2	10%
4. Procurement report and related invoices for the acquisition/adaptation and/or reproduction of content from civil society or public sector organizations.	End of Month 3	10%
5. Development of draft content and proposed communications modalities for Multimedia Communications Products Providing Legal Information for Citizens	End of Month 4	10%
6. Development of draft content and proposed communications modalities for Multimedia Communications Products on Understanding the Justice System	End of Month 5	10%
7. Design and mock-up of agreed digital technology and new media products (mobile apps, games and other interactive media)	End of Month 6	10%
8. Procurement Dossier and List of Recommendations for placement and publishing/broadcasting of products.	End of Month 7	10%
9. Report on testing of draft content and products.	End of Month 8	10%
10. Final, editable and approved versions of all agreed multimedia communications, digital technology and new media products, incorporating agreed modifications and updates as requested by GAC and addressing any relevant lessons learned from the testing process.	End of Month 9	20%
Total	9 Months	100%

9. Evaluation Criteria

The Consultants will be evaluated based on the following methodology:

The criteria which shall serve as the basis for evaluating offers will be the Combined Scoring method, whereby the qualifications and methodology score will be weighted a maximum of 85%, and combined with the price offer score, which will be weighted a max of 15%.

The award of the contract will be made to the firm whose offer has been evaluated and determined as:

- Responsive and acceptable.

- Has received the highest score out of a predetermined set of weighted technical and financial criteria specific to the solicitation.

Only the highest ranked firm who is found to be qualified for the job will be considered for the Financial Evaluation.

1. *Technical Criteria* - 70% of total evaluation
2. *Financial Criteria* - 30% of total evaluation

A. Evaluation of Technical Proposal

Below is the breakdown of the evaluation criteria that will be used for assessing the Technical Proposal.

Table A.1 Weighted Scoring of Technical Proposal

Summary of Technical Proposal Evaluation Forms		Score Weight	Points Obtainable
1.	Expertise of the Bidder (Firm / Consortium Submitting the Proposal)	20%	200
2.	Proposed Work Plan and Approach	30%	300
3.	Personnel	50%	500
Total			1000

Table A.2 Evaluation of the Bidder

Expertise of Bidder (Firm/ Consortium Submitting the Proposal) Form 1		Points Obtainable
1.1	Experience managing projects that are similar in scope. 'Similar in scope' means experience in implementing projects using teams of communications and media professionals to design and deliver social marketing or communications for development campaigns that promote public education or social change or behaviour change, using both traditional and new media.	70
1.2	Experience in managing projects designed to simplify and deliver technical or legal information to a wide range of audiences, while targeting the most vulnerable.	30

1.3	Experience working with international development funders and utilising a results-based management framework for developing, implementing and monitoring activities and products.	20
1.4	Financial management capacity, as evidenced by demonstrated human resource capacity and the use of accounting and financial reporting policies and procedures that meet with internationally accepted accounting practices.	30
1.5	Quality assurance procedures, including internal reporting, performance management and relationship management systems (e.g. use of employment or service contracts, MOUs, warranties, company policies etc.) that will be used to ensure that each member of a team produces good quality work to the highest levels of professionalism and in accordance with industry standards.	20
1.6	Experience in integrating gender equality information or gender sensitization and awareness building strategies in communications programmes.	20
1.7	Experience working in Jamaica or the Caribbean region	10
TOTAL		200

Table A.3 Evaluation of Proposed Work Plan and Approach

Proposed Work Plan and Approach Evaluation Form 2		Points Obtainable
2.1	To what degree does the Bidder understand the task?	40
2.2	Have the important aspects of the task been addressed in sufficient detail?	40
2.3	Is the proposal based on a survey of the project environment and was this data input properly used in the preparation of the proposal?	30
2.4	Have appropriate risks/limitations been identified and strategies for addressing same proposed?	60
2.5	Is the scope of each task well defined and does it correspond to the TOR?	80
2.6	Is the presentation clear and is the sequence of activities and the planning logical, realistic and conducive to the efficient implementation of the project?	50
TOTAL		300

Table A.4 Evaluation of Team Members/Personnel

Key Personnel Evaluation: The Bidding Firm/Consortium must clearly identify who performs what function on the team and support the information provided with appended resumes and references. Form 3			Points Obtainable 500
3.1	Project Coordinator		200
	Master's Degree or higher certification in Sociology, Behavioural Sciences or related discipline. <i>[40 points awarded for Master's degree; full points awarded for higher certification].</i>	50	
	Minimum of 5 years project management experience in managing projects of similar scope and complexity. <i>[25 points awarded for the minimum of five years project management experience and 5 more points for each additional year of experience]</i>	50	
	Demonstrated experience in leading teams of professionals (staff or contractors) in implementing projects designed within a results-based management framework. <i>[5 points for each year of experience leading multi-party teams in results-based management projects]</i>	30	
	Demonstrated experience in engaging with multiple stakeholders in the public and civil society sectors using collaborative, consultative and participatory processes. <i>[5 points for each year of relevant experience]</i>	30	
	Demonstrated experience working in: <ul style="list-style-type: none"> the child development sector the justice sector legal or legislative reform projects or activities gender responsive development communications for development development projects targeting persons with disabilities <i>[5 points for each applicable area of experience demonstrated]</i>	30	
	Demonstrated experience working in Jamaica or the Caribbean.	5	

	Language Qualifications (fluency in English Language is required).	5	
3.2	Communications and New Media Specialist		150
	<p>Bachelor's Degree or higher in Communications, Communications for Development, Marketing, Public Relations or related discipline.</p> <p><i>[40 points awarded for Bachelor's Degree; full points awarded for higher certification]</i></p>	50	
	<p>Minimum 4 years' experience in designing or developing multimedia products in donor-funded or public sector projects targeting social or behaviour change.</p> <p><i>[30 points awarded for the minimum requirement of 4 years; 5 more points for each additional year of experience]</i></p>	50	
	<p>Demonstrated proficiency and experience in:</p> <ul style="list-style-type: none"> i. designing content and implementing communications strategies for social marketing or behavior change; ii. developing gender-responsive or gender-sensitive content; iii. developing content for graphic for print media, including brochures, posters, print advertisements etc.; iv. developing content for audio-visual media, including short-films, music videos, animations etc.; v. developing content for use in digital or interactive platforms, including mobile apps, games, interactive maps etc.; vi. developing content that targets different socio-economic demographics or reflects socio-cultural sensitivities within a Jamaican/Caribbean context, including materials in the Jamaican language; vii. developing materials for children and/or low-literacy audiences; viii. developing materials targeting persons with disabilities. <p><i>[5 points for each applicable area of experience demonstrated]</i></p>	40	
	Demonstrated experience working in Jamaica or the Caribbean	5	
	Language Qualifications (fluency in English Language is required)	5	
3.3	Multi-Media Developer		150
	<p>Bachelor's Degree or equivalent certifications in Media, Communications, Programming, Graphic Design, Multimedia/Digital Technology Studies or related discipline.</p> <p><i>[40 points awarded for Bachelor's Degree or equivalent certifications; full points awarded for post-graduate qualifications or certifications]</i></p>	50	

Minimum 5 years' experience in designing or implementing communications strategies in donor-funded or public sector projects with a Communications for Development, Social Marketing or Behaviour Change objective. <i>[30 points awarded for the minimum requirement of 5 years; 5 more points for each additional year of experience]</i>	50	
Demonstrated experience in: <ul style="list-style-type: none"> i. designing or developing multimedia communications products that fulfill social marketing or behavior change objectives; ii. designing or developing multimedia communications products that integrate gender-responsive or gender-sensitive content; iii. designing or developing graphic art products for online or print media distribution, including brochures, posters, print/internet advertisements, e-newsletters, web-pages etc.; iv. designing, developing or producing audio-visual media products, including short-films, music videos, animations etc.; v. designing, developing, programming or producing digital technology and new media products, including products that utilize interactive platforms, such as mobile apps, games, interactive maps etc.; vi. designing, developing, programming or producing content for social media campaigns; vii. developing multimedia communications products that target children and/or low-literacy audiences; viii. developing multimedia communications products that target persons with disabilities. <i>[5 points for each applicable area of experience demonstrated]</i>	40	
Demonstrated experience working in Jamaica or the Caribbean	5	
Language Qualifications (fluency in English Language is required)	5	
Total Part 3		500

Total Technical Score: 85%

The lowest financial offer among technically compliant firms will be given the maximum score of fifteen (15) points and the remaining offers will be assigned a score in inverse proportion.

The firm that obtains the highest cumulative score by adding both the weighted technical score and the financial score will be selected.

UNDP is committed to achieving workforce diversity in terms of gender, nationality and culture. Individuals from minority groups, indigenous groups and persons with disabilities are equally encouraged to apply. All applications will be treated with the strictest confidence.

This TOR is approved by:

Signature: _____

Name and Designation: *Elsie Laurence-Chounoune, Deputy Resident Representative*

Date: _____

27 June 2018

