

Terms of Reference (TOR)

Public Relations/Communication Expert

Individual Contract (IC)

Assignment: Public Relations/Communication Expert

Project Name: Governance and Democratic Participation Programme

Duration of Assignment: One year (with possibility of renewal)

Starting Date: 1 August 2018

Number of persons required: Two (2)

A. Background

- a) The Government of Ethiopia is rolling out a number of initiatives as part of a comprehensive reform agenda. As part of this reform process the need to enhance the public sector's communication capacity to effectively support the government's ongoing reform agenda, particularly in terms of strategic communication, transparency and accountability.
- b) UNDP is supporting this capacity building initiative as part of its wider governance and democratic participation programme.

B. Scope of Work

The professionals will undertake the following tasks:

- Coordinate public, private and international media requests and facilitate interviews
- Conduct media monitoring and analysis
- Develop and implement strategic public relations and social media plans
- Manage a number of key social media accounts
- Collaborate with creative services team to develop engaging content for all relevant mediums including blogs, social media posts, polls etc
- Craft compelling content, including news items for online platforms
- Write and edit engaging talking points, speeches, articles and visual media products

C. Expected Outputs and Deliverables

- Social media strategy documents submitted
- communication strategy documents submitted
- Properly manager social media platforms set up
- News releases, talking points, visual media products, internal stories regularly submitted
- Regular social media monitoring reports submitted
- Social media reach and engagements expanded with various Ethiopian communities and stakeholders
- Set up a team of bloggers and social media content developers
- A framework for strong communication linkage between government communicators and other actors developed and effectively utilized
- A system of tools for monitoring social media established

D. Duration of the Work

- The contract will be for 12 months from the date of signature

E. Duty Station

- Addis Ababa

F. Qualifications

- Master's degree in Journalism, Communications, Arts, Literature, Economics or Law or related fields.
 - a) Minimum of 6 years work experience in the area.
 - b) Experience in navigating the Ethiopian social media landscape
 - c) Experience with providing communication support in a highly demanding environment for a high-profile client
 - d) Experience in reputation management of a given high profile personality and/or institution
 - e) Experience in leading a blog and social media teams
 - f) Experience in managing the social media accounts of high profile personalities
 - g) Deep knowledge of the dynamics of Ethiopian social media, media personalities, important political and social bloggers, trend setters
 - h) Knowledgeable in the Economic, Social and traditional state of affairs in Ethiopia

Language Requirements

Strong grasp and literacy skills in Amharic and English with knowledge of other additional language a plus

G. Evaluation Criteria:

Criteria		Weight	Max. Point
Technical Competence (based on CV, Proposal and Interview (as required))		70%	100
Criteria (a): Qualification: <ul style="list-style-type: none"> • Master's degree in Journalism, Communications, Arts, Literature, Economics or Law or related fields • Minimum of 6 years of relevant work experience in the area. 			40
Criteria (b): Understanding of the ToR and Individual competencies (experience in similar assignments): <ul style="list-style-type: none"> • Understanding the Scope of Work (SoW); comprehensiveness of the methodology/approach; and organization & completeness of the proposal (Summarized Proposal of the assignment with 400 words) • Deep knowledge of the dynamics of Ethiopian social media, media personalities, important political and social bloggers, trend setters • Knowledgeable in the Economic, Social and traditional state of affairs in Ethiopia • Experience in navigating the Ethiopian social media landscape • Experience with providing communication support in a highly demanding environment for a high-profile client • Experience in reputation management of a given high profile personality and/or institution • Experience in leading a blog and social media teams • Experience in managing the social media accounts of high profile personalities • Fluent in Amharic and English (both written and spoken) with knowledge of other languages is a plus. 			60
Financial (Lower Offer/Most competitive Offer*100)		30%	100
Total Score	Technical Score * 70% + Financial Score * 30% 100%		

Evaluation Legend:

Weight per Technical Competence	
Weak: below 70%	The individual consultant/contractor has demonstrated a WEAK capacity for the analyzed competence
Satisfactory: 70-75%	The individual consultant/contractor has demonstrated a SATISFACTORY capacity for the analyzed competence
Good: 76-85%	The individual consultant/contractor has demonstrated a GOOD capacity for the analyzed competence
Very Good: 86-95%	The individual consultant/contractor has demonstrated a VERY GOOD capacity for the analyzed competence
Outstanding: 96 -100%	The individual consultant/contractor has demonstrated an OUTSTANDING capacity for the analyzed competence.

H. PAYMENT MILESTONES AND AUTHORITY

The successful consultant shall receive his/her payments upon certification of the completed tasks satisfactorily, and approval by UNDP and partner Government Offices on monthly bases.

Deliverables	Approval & Certification should be obtained
1 st Month Upon submission and endorsement Implementation Work plan	UNDP and Partner Government Office
Monthly	UNDP and Partner Government Office