



*Empowered lives.
Resilient nations.*

TERMS OF REFERENCE

2 August 2018

Project title:	"Supporting the implementation of the 2030 Agenda in Mongolia"
Title of the assignment:	Communications Officer (National consultant)
Type of contract:	Individual contract (IC)
Contract duration	50 working days from August till 25 December 2018
Duty station	UNDP CO

A. BACKGROUND

United Nations Development Programme (UNDP) is implementing a project to support the implementation of the Sustainable Development Goals (SDGs) in Mongolia. The project will support the national mechanisms for coordination of SDGs implementation, alignment of national planning, budgeting, financing and monitoring frameworks with the Agenda 2030, and relevant capacity building and advocacy efforts.

The SDGs are a universal agenda of sustainable development, calling on all nations to pursue a holistic strategy that combines economic development, social inclusion, and environmental sustainability. Implementing the 2030 Agenda and achieving the set of 17 SDGs requires collaboration and partnership of multiple parties, including central and local government, non-government organizations, media and the private sector. The UN continues to partner with relevant ministries, National Development Agency, National Statistics Office, Ulaanbaatar City Municipality, provincial governments, research institutions and the media, in the SDG mainstreaming and localization.

The UN System has been undertaking an awareness campaign to promote the SDGs among the public. The campaign strategy includes a series of activities on media engagement, production, and dissemination of advocacy material, organization of events, and promotion of digital and youth engagement.

Advocacy and communication activities are crucial in raising awareness about the SDGs, informing and mobilizing the stakeholders of where a country stands in fulfilling these goals, drawing attention to those goals that are lagging behind and holding the government accountable for measures they are taking for achieving these goals.

The purpose of this assignment is to contribute to the overall SDG advocacy and reach out campaign by i) producing and disseminating a number of media and advocacy products, and ii) organizing media events around the project activities.

B. THE SCOPE OF WORK

- Review the project activities included in the Annual workplan, and prepare a brief communications and advocacy plan with key messages, target groups, timelines, means of communications/dissemination, linked to the project objectives/planned activities;
- Submit the final report with the list of deliverables attached;

i) Producing and disseminating a number of media and advocacy products

- Write **2 stories** to be placed online related to SDGs (actual topics to be agreed);
- Set up a project **database of photos and videos**;
- Prepare and disseminate various sets of **SDG-related infographics** (5-7 infographics; including the SDG6 related reports and indicators);
- Prepare and disseminate at least **20 short media/news posts** via digital communication for regular social posts and through other possible medias;
- Produce **3 short video works** (including interviews with stakeholders, policy makers, or citizens);
- Prepare **communications materials related to UB city SDGs** and the roadmap for their achievement (printing of the main report, executive summary, and factsheet);
- Design and develop 2 factsheets/information booklet based on the consultants' report on alignment of budget expenditures with SDGs and on SDG-informed planning and budgeting for public;

ii) Organizing media events around the project activities

- Provide ongoing media and communications support to the project events, including drafting press release/media advisories (in English/Mongolian) for media channels and websites, and coordination of media coverage;
- Provide support to the communication team for the North-East Asian SDGs Regional Conference;
- Provide support to updating the project webpage;
- Other tasks included in the communications plan agreed;

C. Reporting arrangements

The contractor shall report the progress of their work to the Project Manager. The contractor shall also work closely with UN/UNDP communications team.

D. Deliverables and payment schedule

Payments shall be made upon satisfactory acceptance of the deliverables by the project.

	Installments	Deliverables	Due date
1.	20% of the total fee	Progress report – 1 <ul style="list-style-type: none">• Communications workplan• 5 media products;	End of September 2018
2.	40% of the total fee	Progress report – 2 <ul style="list-style-type: none">• 15 - 20 social media posts and products;	End of October 2018

3.	40% of the total fee	Final report <ul style="list-style-type: none"> • All media products/deliverables specified in the Scope of work (i) above; • Media events completed (ii) 	10 th December 2018
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E. QUALIFICATIONS REQUIREMENTS

Education:

- Bachelor's or higher degree in journalism, communications, development policy and other related fields;

Experience:

- A minimum of 3 years of relevant experience in communications, advocacy, journalism, public relations, or other closely related field;
- Experience of planning, managing, and coordinating media and communications activities is an asset;

Language Requirements:

- Fluency in written and spoken English and Mongolian;

Computer and other skills:

- Excellent command of MS office applications;
- Skill to use common media related applications, basic graphic design skills;
- Photo taking, video recording and editing skills.

F. Recommended Presentation of Offer

The following documents should be requested:


- a) Letter of Confirmation of Interest to conduct the assignment;
- b) Personal CV, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- c) Brief description of why the individual considers him/herself as the most suitable for the assignment, and a proposed work plan and methodology on how they will approach and complete the assignment.
- d) Financial Proposal that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs in MNT.

G. Criteria for Evaluation

Applications will be assessed on a basis of a cumulative analysis that will evaluate both the technical suitability and the financial proposal. The weight of the technical criteria is 70%; the weight of the financial proposal is 30%. Only candidates with a minimum of 70% in the technical evaluation will be considered for the financial evaluation.

The TOR is approved by

Signature:



Title: Suhrob Kaharov, ARR (OM) a.i

Date: 06.08.2018.

Annex 1: Criteria for technical qualifications

Criteria	Weight	Max. point
Technical criteria 1: Education		20
Bachelor's or higher degree in journalism, communications, development policy and other related fields;		[20]
Technical criteria 2: Professional experience		60
Relevant experience in communications, advocacy, journalism, public relations, or other closely related field;		[20]
Experience of planning, managing, and coordinating media and communications activities;		[20]
Excellent command of MS office applications and skills to use common media related applications, basic graphic design skills ;		[10]
Experience with print and/or electronic and broadcast media and developing communication initiatives;		[10]
Technical criteria 3 - Proposed methodology and approach		20
Excellent proposal with methodology and approach		[10]
Excellent report writing skills and analytical skill (sample product)		[10]
Technical Score	70	100

Weight for technical criteria	
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