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TERMS OF REFERENCE FOR INDIVIDUAL CONTRACT

COMMUNICATION FOR AWARENESS RAISING AND BEHAVIOURAL CHANGE FOR YOUTH ENTREPRENEURSHIP

POST TITLE: National Communication Specialist (Part-time)
AGENCY/PROJECT NAME: Innovation Ecosystems for Youth Entrepreneurship project
PERIOD OF ASSIGNMENT/SERVICES: 90 working days between October 2018 – March 2019
COUNTRY OF ASSIGNMENT: Timor-Leste
STARTING DATE: 1 October 2018
LOCATION: UNDP's Knua Juventude Fila-Liman – Youth Hub
DUTY STATION: Dili, Timor-Leste

- A. PROJECT TITLE:** Innovation Ecosystem for Youth Entrepreneurship (Knua Juventude Fila-Liman)
B. PROJECT DESCRIPTION:

The “*Building an Innovation Ecosystem for Youth Entrepreneurship in Timor-Leste*” initiative combines a solution-oriented initiative with innovation and service delivery to transform Timorese young people particularly those who are **unemployed and are economically inactive** in to ‘change makers’ or social entrepreneurs creating jobs/livelihoods towards achieving economic transformation.

The project involves strategic partnerships with private sectors, government authorities, local leaders and community, civil societies and relevant institutions. It will operate in the One Stop Shop in the capital city of Dili.

The National Business Incubation Trainer will support the achievement of the following project outcomes and outputs:

- CPD Outcome 1: Growth and development are inclusive and sustainable, incorporating productive capacities that create employment and livelihoods for the poor and excluded
- Output 1.1: National/municipal systems and institutions enabled to provide a wide range of methods and tools to stimulate creativity, guide discussions, moderate collaboration, as well as develop, prototype, and experiment solutions for the ‘unmet human needs’ in the community benefiting ‘people and planet’.
- Output 1.2: Improved skills and knowledge on innovation and entrepreneurship among Timorese young people to become “Change Makers” in the community
- Output 1.3: Young people with knowledge and expertise creates ventures that spawn new products and services in local industry such as fishing, agriculture, tourism, waste recycling,

and thereby create jobs and livelihoods in the community.

C. OBJECTIVE OF THE ASSIGNMENT/SCOPE OF SERVICE

Overall, the International Communication Junior Specialist will develop content for KJFL communication materials showcasing the result and impact of KJFL work.

Specific responsibility will include:

Production and dissemination of key messages adapted to various communication channels (TV, radio, print, online, direct)

- Develop a detail plan of communication activities
- Development and dissemination of key messages and scenarios adapted to various communication channels (TV, radio, print, online, and direct) to promote innovation and entrepreneurship
- Production and broadcasting of human-interest stories in various media formats including video, materials for print media and internet
- Production and broadcasting of reality TV and radio show on youth entrepreneurship
- Work with media institutions for production/broadcasting of the above materials
- Feedback mechanism established to gather comments/feedbacks from the audiences on the impact of the communication activities/products
- Liaise with the media to do new coverage of KJFL events particularly Design/innovation challenge, entrepreneurship and innovation camp, and other events.

D. EXPECTED OUTPUTS AND DELIVERABLES

NO.	Deliverables/Outputs	Estimated Duration	Target Due Dates	Review & Approvals Required
1	<ul style="list-style-type: none"> - Details communication plan developed and agreed by UNDP-KJFL team. - Draft proposed concept, key messages, scenario/script, templates, and material for various media channels developed for review and input. - Human-interest stories published in print and online media including UNDP and KJFL website and Social Media as well as other media 	15 days	31 October 2018	Project Manager and CO Programme Manager

2	<ul style="list-style-type: none"> - Final proposed concept, materials, scenario/script for production - Partnership established for production and broadcasting - First pilot radio programme showcasing KJFL activities and youth entrepreneurs journey produced and broadcasted reaching youth/community across Timor-Leste. - News coverage of KJFL's events 	15 days	30 November 2018	Project Manager and CO Programme Manager
3	<ul style="list-style-type: none"> - First edition of reality TV show produced and broadcasted available online (Website and Social Media) - Feedbacks about the TV show and radio programme collected and discussed with UNDP-KJFL team 	15 days	Dec 2018	
4	<ul style="list-style-type: none"> - Human interest stories developed and published in print and online - KJFL Magazine showcasing success stories of youth entrepreneurs produced and distributed 	15 days	Jan 2019	Project Manager and CO Programme Manager
5	<ul style="list-style-type: none"> - Second edition of TV and radio programme produced and broadcasted and available online (Website and Social Media) - Feedbacks from audience on the first edition gathered/collected, discussed, and disseminated 	15 days	Feb 2019	
6	<ul style="list-style-type: none"> - Assessment/focus group discussion conducted to assess the impact and gathers feedbacks and suggestion for follow-up actions. - Final report describing completed deliverables, the impact and recommendation for follow-up actions 	15 days	Mar 2019	



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Total number of days	90 days		
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E. INSTITUTIONAL ARRANGEMENTS

The selected consultant will work under Project Manager for the Knua Juventude Fila-Liman and UNDP CO Programme Manager. The consultant should use his/her own computer/laptop for the assignment, the office will provide access to internet to facilitate communication. Other logistical costs (local transport, communication, logging, etc. must be included as part of the financial proposal of the consultant).

F. DURATION OF ASSIGNMENT

The assignment will be for a period of **90 effective working days** between October 2018 to April 2019 in Timor-Leste.

The consultant must be available for regular meetings with the programme unit and other meeting with the Programmes and Country Director as well as line partners for consultation and discussion purposes. Arrangement for such visits will be coordinated by the consultant with the project team based on project work plan/schedule.

G. DUTY STATION

Dili, Timor-Leste with travel to other municipalities.

H. QUALIFICATIONS OF THE SUCCESSFUL INDIVIDUAL CONTRACTOR

Education:

- University degree or high school graduate with more than 3 years related professional work experience

Professional Experience:

- More than 3 years professional working experiences in media, communication and/or journalism
- Experience in development and production of communication materials for various media channels including TV, radio, print, and social media.
- Experience in producing media content about youth and for youth
- Previous experience with United Nations or I/NGO would be an advantage

Language Requirements:

- Fluently in spoken and written English and Tetun



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Other Competencies:

- Excellent interpersonal and networking skills, including the ability to liaise effectively at project management levels;
- Ability to communicate and function effectively in an international, multicultural environment;
- Ability to work effectively in a team.

I. SCOPE OF PRICE PROPOSAL AND SCHEDULE OF PAYMENTS

Lump Sum Amount

The financial proposal must be expressed in the form of a lump sum all-inclusive cost linked to deliverables specified in TOR Section C, supported by a breakdown of costs as per the template provided.

If an Offeror is employed by an organization/company/institution, and he/she expects his/her employer to charge a management fee in the process of releasing him/her to UNDP under Reimbursable Loan Agreement (RLA), the Offeror must indicate at this point, and ensure that all such costs are duly incorporated in the financial proposal submitted to UNDP.

Schedule of payments

1. October : 20% of payment upon completion of deliverable #1
2. November : 15% of payment upon completion of deliverable #2
3. December : 15% of payment upon completion of deliverable #3
4. January : 15% of payment upon completion of deliverable #4
5. February : 15% of payment upon completion of deliverable #5
6. March : 20% of payment upon completion of deliverable #6

J. RECOMMENDED PRESENTATION OF OFFER

Individual consultants interested in the assignment must submit the following documents to demonstrate their qualification:

- a) **Duly accomplished Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- b) **Personal CV or P11**, indicating all past experience from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (2) professional references;
- c) **Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per template provided.

K. CRITERIA FOR SELECTION OF THE BEST OFFER

The candidates will be evaluated based on the following methodology:

Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70% and combined with the price offer which will be weighted a max of 30%. Only candidates obtaining a minimum of 56 points of the technical criteria will be considered for the financial evaluation.

Technical Criteria	Maximum obtainable points	Weight Percentage
Education:		
University degree or high school graduate with more than 3 years professional work experience	15	15%
Years of Experience and Knowledge of Sector:		
More than 3 years professional working experiences in media, communication and/or journalism	15	15%
Experience in development and production of communication materials for various media channels including TV, radio, print, and social media.	20	20%
Experience in producing media content about youth and for youth	10	10%
Fluency in both spoken and written in English and Tetun	10	10%
Total technical score	70	70%
Financial: 30%	30	30%
Final Score	100	100%

L. APPROVAL

This TOR is approved by:

Signature

Name and Designation

Date of Signing


Felisberta A. da Silva
24-09-2018