



---

## LESOTHO NATIONAL DIALOGUE AND STABILISATION PROJECT (LNDSP)

---

### TERMS OF REFERENCE (ToR)

#### INSTITUTIONS OR CONSULTANCY FIRMS FOR THE DEVELOPMENT AND OPERATIONALISATION OF THE COMMUNICATION COMPONENT OF THE LESOTHO NATIONAL DIALOGUE AND STABILISATION PROJECT

Type of Contract:	Professional Services
Language Required:	English and Sesotho
Time:	Three months

#### A. Background

UNDP Lesotho, in partnership with the Government of Lesotho (GoL) and the Southern African Development Community (SADC) recently secured funding from the UN Peacebuilding Fund (PBF) to implement the Lesotho National Dialogue and Stabilisation Project (LNDSP). The LNDSP is a response to Lesotho's cyclic political instability and a first step towards the implementation of comprehensive national reforms aimed at long-term stability and sustained peace and development. The support by the PBF through its Immediate Response Facility (IRF) enables UNDP and other UN agencies (specifically, UN Women, the Department of Political Affairs and the Office of the High Commissioner on Human Rights), the Government, SADC and non-governmental groups (Lesotho Council of NGOs and the Christian Council of Lesotho) to work collaboratively to catalyse positive change. In this regard, LNDSP is aimed at creating a conducive environment, unity and commitment among Basotho to implement political reforms aimed at addressing the causes of recurrent crises and building sustainable peace and stability.

One of the key activities of the project is the development of a coherent and professional communication strategy, the training on communication and the development of communication material for the National Dialogue Planning Committee (NDPC) and the GoL to ensure that stakeholders have the correct information and enhance public participation.

#### B. The Objectives of the Assignment

The main objective of the Communication Consultancy is to work with the relevant partners and entities to ensure that the the public has accurate, unbiased, accessible and coherent information to enhance informed participation in the national dialogue and the national reforms. In this regard, the Consultant will lead in the development and operationalization

of a comprehensive communication strategy on Lesotho's national reforms and the national dialogue processes

### C. Scope of the Assignment

Based on the above objectives, the firm or institution is expected to deliver the following:

- i. **Development of Communication Strategy**
  - Develop a detailed communication strategy that integrates the entire communication, publicity and visibility requirements of the national dialogue and reform processes including clearly delineating how the overall communication strategy will be connected to sector specific communication strategies;
  - Hold consultation meetings with key stakeholders and relevant partners, to integrate their insights and communication expectation into the Strategy
  - Develop communication tools and platforms for the National Dialogue and Reform process
- ii. **Strategy Advice to the NDPC and the GoL**
  - Provide strategic advice to the NDPC and Government of Lesotho (GoL) on appropriate communication, tools, medium and message to be deployed at a given time based on contextual circumstances
  - Provide advice to the NDPC and GoL on the management of public perception and expectation through bespoke and targeted communication approach and strategies
  - Monitor public reactions and advise the NDPC and GoL on appropriate communication response and measures
  - Advise and support the NDPC and GoL to develop key messages relating to the National Dialogue and Reform process in order to promote public confidence and enhance the integrity of the process
  - Provide ongoing and real-time support to NDPC and GoL as they craft and deliver responses to emerging issues related to National Dialogue and Reform process
- iii. **Development of Communication and Information Materials**
  - Development communication tools such as infographics, flyers and newsletters to update the public on the national dialogue and reform processes
  - Create and deploy social media communication and publicity campaign across different platform on the national dialogue and reform process
  - Prepare communication briefs on regular basis as might be required
  - Prepare articles and other communication piece to be shared with different media outlets
  - Prepare public notices, press releases, circulars and provide oversight on all external briefings relating to the national dialogue and reform process
- iv. **Training of NDPC and Existing Intra-Government Communication Team and Stakeholders**
  - Developed communication training package
  - Conduct training for selected government line ministries
  - Conduct training for selected NDPC members and other project partners



- Conduct training for selected members of the media to ensure consistent messaging on National Dialogue and Reform process
- Provide conflict sensitive social media training for selected groups to ensure that conflict sensitive reportage across social media platforms on the National Dialogue and Reform processes
- Training Report

#### D. Expected Outputs and Deliverables

The duration of the assignment is expected to be spread between October to December based on the table below.

Deliverables	Estimated duration to complete	Targeted Due Date	Approvals and Reviews Required
Report on the strategic advice provided to the NDPC and the GoL and roll of the communication	On-going for 3 months	15 Dec	UNDP, Government National Reforms Technical Team. NDPC
Development of Communication Strategy	15 days	5 Nov	UNDP, Government National Reforms Technical Team
Development of Communication and Information Materials	5 days	15 Nov	UNDP, Government National Reforms Technical Team
Training of NDPC and -Government Communication Team and Stakeholders (Training Report)	14 days	30 Nov	UNDP, Government National Reforms Technical Team

#### E. Institutional Arrangement

- The consulting firm/institution will be engaged by UNDP and become directly accountable to the UNDP – Deputy Resident Representative. However, they will liaise with the Project Manager- Lesotho National Dialogue and Stabilisation Project (LNDSP) and the Secretariat of the NDPC for the day to day supervision the assignment.
- The Project Manager LNDSP will be the focal point for the team for the overall delivery of the tasks.
- It is the responsibility of the institution to ensure the requirement of one international and national expert is met.
- The firm or institution must clearly state the number of days the international expert will be on ground and how the international expert will support the national expert remotely. The number of day for international expert stay in Lesotho must not exceed 40 days.

#### F. Duration of the Assignment and Duty Station

- The duration of this assignment varies from output to output. However, on the overall, this assignment is expected to be carried out from October 2018 until December 2018.

Specific delivery period is contained in the Section D above on expected outputs and deliverables.

- b) The assignment will comprise of both international and national experts. The international expert must be available for specific deliverable and can provide support remotely to the national consultant to carry out other functions. Please see section H below on qualifications and experience
- c) The location for the task is Lesotho and will involve travelling across the 10 districts and communities in the Kingdom of Lesotho

## G. Language

Fluency in English and Sesotho is required for this assignment between the two experts for the task

## H. Qualifications and Experience

The institutions or consulting firms interested in this assignment should be a reputable institution focused on media, communication and on public relations. The organisation must also have experience in using modern and new media platforms and in content development, design and media and communication training. The firm must have experience of working with political stakeholders and in a polarised political setting as well experience in providing advice to multi-stakeholder committee within a political context. The firm or institution must demonstrate good track record of providing similar services. The consulting firm/institution should have own equipment such as laptops for day to day work. The institution will further be required to meet the following criteria:

- A minimum of 10 years of experience in media, communication and public relations
- Previous experience in related area
- Knowledge of working and support politically sensitive platforms, committees or project will be an added advantage

### Composition of the team

The institution or firm must be able to provide a team of two (2) experts, comprising one international expert (team leader) and one national expert. All members should be qualified and experienced in media, communication and public relations.

### Qualification and experience of the lead international expert

- A Bachelor or Master's Degree in Communication Studies, Information Management, International Development or any Social Science or Business-related course
- Minimum of 10 years (with bachelor) and 7 years (with masters) professional experience in communication around international development, conflict and peace building, mediation and dialogue and elections
- Experience in managing communication for diverse stakeholders including government, international organisations, NGOs and/or private sector
- Familiarity with the use new and innovative communication platforms to reach large number of audience



- Good understanding of Lesotho political context
- Fluency in English and Sesotho
- Excellent communication and reporting skills

#### Qualification and experience of the national expert

- Degree in Communication, Information Management, International Development or any Social Science or Business-related course
- Minimum of 5 years professional experience in communication around international development, conflict and peace building, mediation and dialogue and elections
- Experience in managing communication for diverse stakeholders including government, international organisations, NGOs and/or private sector
- Familiarity with the use new and innovative communication platforms to reach large number of audience
- Good understanding of Lesotho political context including the interaction between security and politics in Lesotho.
- Fluency in English and Sesotho
- Excellent communication and reporting skills

#### I. Scope of the Price and Schedule of Payments

Deliverable	Payment (%)
<ul style="list-style-type: none"> <li>• Development of Communication Strategy</li> <li>• Development of Communication and Information Materials</li> </ul>	30
<ul style="list-style-type: none"> <li>• Training of NDPC and Existing Intra-Government Communication Team and Stakeholders</li> </ul>	30
<ul style="list-style-type: none"> <li>• Final report on the strategic advice provided to the NDPC and the GoL and roll-out of the communication strategy</li> </ul>	40

#### J. Recommended Presentation of Proposal

Interested consultancy firms/institutions should submit their applications using the specified templates and include the following:

- 1) Brief description on why the institution is the most suitable for the assignment and a methodology on how they will approach and complete the assignment.
- 2) Institutional profile, with at least three institutional references.
- 3) Individual CV of experts that the institution will nominate as lead international expert and national expert, indicating all experience from similar projects, as well as the contact details (e-mail and telephone number);
- 4) Financial proposal: Financial proposal should focus only on the cost of the services of the experts. Cost of training materials, venue, printing of communication material etc is the responsibility of UNDP

## K. Criteria for Selecting the Best Offer

A successful consulting firm will be selected on the combined Scoring Methods- where the qualifications and methodology will be weighed a max. of 70% and combined with the price offer which will be weighed a max. of 30% broken down as follows:

### 1) Technical Proposal (70%)

- Expertise of the institution 20%
- Proposed Methodology 40%
- Personnel 40%

2) Financial Proposal (30%), to be computed as a ratio of the lowest price among the technically qualified proposals.

## L. Annexes to the TOR

### I) RFP template document

- Template for technical and financial proposals
- General Terms and Conditions of services

### PROPOSAL WITH THE REQUIREMENTS LISTED ABOVE TO BE SUBMITTED TO:

Resident Representative  
United Nations Development Program  
United Nations Road  
3<sup>rd</sup> Floor, United nations House  
Maseru 100  
e-mail: [ls.procurement@undp.org](mailto:ls.procurement@undp.org)

Ref: LNDSP Communication

## M. Approval

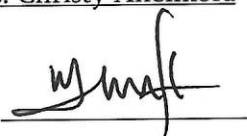
Prepared by: Chika Charles Aniekwe

Senior Technical Advisor-LNDSP

Approved by:

Name: Ms. Christy Ahenkora

Designation: UNDP Deputy Resident Representative

Signature: 

Date: 02 October, 2018