



Terms of Reference
United Nations Caribbean
United Nations Development Programme (UNDP) Trinidad and Tobago

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| Job Title : | Digital Support for the Centre of Excellence |
| Category : | Virtual Platform |
| Brand : | Centre of Excellence for Sustainable Development of SIDS |
| Duty Station : | Oranjestad, Aruba (on location preferred) |
| Languages Required : | English |
| Starting Date : | 19 November, 2018 |
| Duration of Contract : | 19 December, 2018 |

1. BACKGROUND

The project “Towards creating a Centre of Excellence for Sustainable Development of Small Island Development States (SIDS) in Aruba” seeks to strengthen the capacity of SIDS to utilize sustainable development solutions through the establishment of a Centre of Excellence (COE) for Sustainable Development in Aruba in 2016. It is a collaboration between the UNDP, the Government of Aruba and the Kingdom of The Netherlands.

Considering the geographically dispersed target audience of policy-makers in small island developing states around the world, digital channels are key for the COE to achieve its objectives. Therefore, its virtual platform, social media activities and online courses and toolkits are key engagement mechanisms. In 2019, the intent is for the COE to transition into the new faculty for sustainable island solutions (SISSTEM) at the University of Aruba.

2. OBJECTIVES OF THE CONSULTANCY

In light of 1) leveraging its digital channels to better reach SIDS policy-makers, and 2) to prepare the COE’s digital presence for the future transition to the new faculty, the UNDP Trinidad & Tobago office is seeking to contract a vendor with experience in digital communication.

This will specifically support the output (#2) as agreed in the project document by the implementing partners (“Ability to access and use information and technology to develop and implement sustainable development solutions improved in SIDS”). In



addition it will be a component of the digital interface and possibly distance learning offer for the new SISSTEM Faculty of the University of Aruba as the sustainability plan for the COE had originally proposed.

3. ACTIVITIES AND DELIVERABLES

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The selected vendor will work closely with the COE Project Team for the period 19th Nov – 19th Dec 2018 to carry out the following activities which will lead to specific deliverables:

| Deliverables by activity | Comments re activities | Payment Schedule upon approval | Timeline for delivery |
|--|--|---------------------------------------|--|
| <p>1. ASSESSMENT REPORT Review and assess current digital presence of the COE, the UA and the recently drafted COE digital strategy. This includes both online platforms as well as social media channels.</p> | <p>Analysis of digital presence of COE and UA relative to stated goals, incl. of new faculty. Understanding of the context and suggestions of 5 digital elements to test</p> | <p>10%</p> | <p>19th Nov – 30th Nov</p> |
| <p>2. TESTING OF IMPROVEMENTS Test elements of the recently drafted digital strategy of the COE in terms of feasibility and impact. What elements to test will be mutually determined and considered in the context of the transition</p> | <p>Testing of 5 mutually determined digital elements.</p> | <p>20%</p> | <p>30th Nov – 10th Dec</p> |
| <p>3. FINAL REPORT Draft recommendations based on the tests as well as global best practices in digital communication and strategy for international institutions of higher learning. This will also serve as input to the to-be-drafted overall COE transition plan (this plan is not part of this consultancy).</p> | <p>Recommendations for strategies and management of the digital platform as input to the transition report.</p> | <p>30%</p> | <p>10th Dec – 19th Dec</p> |



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| <p>4. WORKSHOP A training workshop regarding effective management of the COE virtual platform (in Word Press) for COE and UA staff in the context of the transition of the COE.</p> | <p>Half-day training workshop for approx. 5 people from COE and UA, including a guidelines document/handbook for follow-up use.</p> | <p>40%</p> | <p>Between 10th Dec and 14th Dec</p> |
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Please note: All raw material should be available after delivery of products, to be used by any future vendor. Payment is to be issued upon delivery of each set of deliverable (10% after Phase 1; 20% after Phase 2; 30% after Phase 3; 40% after Phase 4) See above.

6. PROFILE OF THE CONSULTANT

- Minimum of a Master’s degree in a relevant Social Science or Computer Science;
- Excellent understanding of communications approaches, tools and methodologies;
- Experience with designing and managing virtual platforms for knowledge sharing and distance learning;
- Experience with design, usability and communication of digital media, ie. Social Media Marketing, Content Marketing, Lead Generation, Copywriting, basic Search Engine Optimization (SEO), basic HTML;
- Experience in managing professional social media accounts, such as on Facebook, Twitter, Google+, Linked In and Instagram, including Google Analytics, Facebook Analytics & Twitter Analytics, Facebook Ads and possibly Google Ads, and drafting of recommendations for improvement based on analytics
- Affinity with context of small island developing states and sustainable development goals;
- Ability to deliver against tight deadlines;
- Strong written and verbal English skills; strong grammar and spelling;
- Ability to proofread and edit writing thoroughly;
- Ability to write in the tone and voice of the COE.