

Terms of Reference (TOR)
for an Assignment Requiring the Services of an Individual
to be Engaged Through an Individual Contract (IC)- Communication Consultant

Communication Consultant

Location:	Djibouti
Type of Contract:	Individual Contract
Post Level:	International Consultant
Languages Required:	French-English
Starting Date: (date when the selected candidate is expected to start)	23-May-2019
Duration of Initial Contract:	23 May 2019 – 22 May 2020

Background

UNDP Djibouti is working to help the country make substantial progress in the area of poverty reduction and the sustainable development goals (SDGS) by adopting an approach to reduce vulnerability while focusing particularly on resilience, adapting to climate change and gender equality.

UNDP Djibouti promotes inclusive, sustainable and gender-sensitive human development, which aims equally at all segments of the community and aims to reduce poverty in all its dimensions. Its objective is to implement innovative programmes and strategies that strengthen the economic and social empowerment of people in vulnerable situations and build the capacities of national partners. UNDP Djibouti has been expanding its portfolio and diversifying partnership channels and is aiming to strengthen its communication strategy to showcase impact of its programmes and outreach to different partners and stakeholders. UNDP Djibouti intends to contract the services of an experienced Communications Specialist to provide on-site support in the next several months focusing on the following functions.

Duties and Responsibilities

The objectives of this assignment are;

- Assist UNDP Djibouti to improve its communications and advocacy work on results achieved through its different projects and portfolios.
- Broaden and deepen awareness of UNDP supported programmes in different areas of work, engage with key audiences (donors, media as well as internal UNDP stakeholders), create brand recognition and lift the related media profile of UNDP projects.
- Introduce intervention instruments, highlight individual projects to different audiences and mobilize partners, stakeholders, and the general public to advocate on results achieved through the portfolios.

Scope of Work

Under the overall guidance of the Resident representative of UNDP, the Communications Specialist will be responsible for the following functions:

- Conduct communications needs assessment taking into account projects and initiatives, and corporate requirements, and propose specific and costed options that respond to the needs assessment;
- Plan and design internal and external strategies for communications and outreach focused on impact and results, transparency, advocacy, partner engagement and other corporate priorities;
- Support the substantive revision of content aimed at media outreach in coordination with the author(s),
- Draft and/or edit publications to ensure clarity, consistency and readability of the text for the intended audience;
- Design and layout materials (e.g. reports, posters, infographics, images, dynamic presentations, etc.) using a variety of software including InDesign, Photoshop, Illustrator, Word and PowerPoint for internal and external audiences, and for presentation, print and online use;
- Prepare materials for printing in line with UNDP editorial and visual guidelines, advising on print solutions, coordinating with printers and ensuring delivery of final error-free agreed materials;
- Draft media advisories and press releases; liaise with media for press releases and events, establish media connections and aim to get maximum media attention for press releases, special events, press interview either through broadcast or print media;
- Monitor social media trends for outreach purposes and appropriately apply that knowledge to increasing the use of social media at UNDP;
- Create and design infographics and manage Facebook, Twitter and other social media accounts;
- Manage and update UNDP website and assist in curating and posting stories, blogs, photos and videos in UNDP's web content management system;

Expected Outputs and Deliverables

- Create Success Stories, Photo Essays as well as providing photos for publication that will promote and enhance impression rate towards UNDP thru media channels;
- Provide updates and produce monthly documents on official social media channels including Facebook, Twitter as well as producing a monthly document to monitor and evaluate the dissemination of messages through social media channels and the effectiveness of the communications effort, including press clippings, screen shots of media products, etc;
- Liaise with media for press releases and events, establish media connections and aim to get maximum media attention for press releases, special events, press interview either through broadcast or print media;

**Institutional Arrangement**

The consultant will report to the UNDP Resident representative, or his designate as directed. He/she will work closely with other staff in the UNDP Country Office staff and project/government counterparts as appropriate.

Duration of the Work

15 May 2019 – 15 May 2020

Duty Station

Djibouti

Competencies

- Demonstrates integrity by modeling the UN's values and ethical standards;
- Promotes the vision, mission, and strategic goals of UNDP;
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- Treats all people fairly without favoritism.

Required Skills and Experience**Educational Qualifications:**

- University degree in Communications, Journalism, Public Relations or related field.

Experience

- At least 1 years of experience in generating communications, communication strategies, media operations and advocacy material via various media (i.e. print, video, websites);
- Experiences in development communication issues tailored to different audiences is a distinct advantage;
- Experience in UN related communications an asset;
- Proficiency and experience with media and social media software, applications and communication tools with computer proficiency, especially related to professional office software packages (Microsoft Office).

Language requirements

- Excellent in written communication skills in French and English language are required.

Procedures for submission of applications

Failing to comply with the application submission requirements may result in disqualifying the application. Applications received after the deadline may be rejected.

Application Procedures:

Interested qualified individuals must submit their applications by providing the following information to demonstrate their qualifications:

- a) Duly accomplished **Letter of Confirmation of Interest and Availability and Submission of Financial Proposal** using the template provided by UNDP;
- b) **Personal CV and 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 (3) professional references;
- c) **Brief description** of why the individual considers him/herself as the most suitable for the assignment, and **a 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, as per template provided.

The financial proposal must be expressed in the form of Daily Fee “all inclusive” supported by a breakdown of costs, as per template provided (see *Section A* of the Financial Proposal Template).

In general, UNDP should not accept travel costs exceeding those of an economy class ticket and most direct route. Should the IC wish to travel on a business class he/she should do so using their own resources. In case of unforeseeable travel, payment of such travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective UNDP and the Individual Consultant, prior to travel and will be reimbursed.

If an Offeror is employed by an organization or 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.

Please group all your documents into one single PDF document. Incomplete applications may be rejected.

Any requests for **clarifications** may be sent to proc.dji@undp.org before **09 May 2019**. UNDP Djibouti will respond via e-mail and publish the clarifications without identifying the source of inquiry at the same procurement notice

NB: Due to the large number of applications we receive, we are able to inform only the successful applicants about the outcome.

Evaluation, selection criteria and process**Criteria for Selection of ICs**

All applicants will be initially screened against the minimum requirements as specified in section 4. Only those applicants who meet the minimum level of education (Master), relevant years of experience requirements (7 years minimum) and minimum languages requirements (English & French) will be longlisted and considered for the technical evaluation against the following criteria:

Technical Criteria	Maximum obtainable points	Weight Percentage
Education:	70	70%
advanced degree in a relevant field from a recognized university/institution.	15	15
Years of Experience:		
At least 7 years of experience working in communication related field	20	20
Publication or experience in managing production of communication activities (media production, campaigns)	10	10
Experience in communication with UNDP or other UN agencies	10	10
Significant experience working in a developing country	5	5
Excellent writing and presentation skills.	5	5
Language requirements:		
Fluency of English and French language is required	5	5
Total technical score	70	70%
Financial: 30%	30	30%
Final Score	100	100%

Price Proposal and Schedule of Payments

Consultant shall quote an all-inclusive Daily Fee for the contract period. The term “all-inclusive” implies that all costs (professional fees, communications, consumables, etc.) that could be incurred by the IC in completing the assignment are already factored into the daily fee submitted in the proposal. If applicable, travel or daily allowance cost (if any work is to be done outside the IC’s duty station) should be identified separately. Payments shall be done on a monthly basis based on actual days worked, upon verification of completion of deliverables and approval by the IC’s supervisor of a Time Sheet indicating the days worked in the period.

In general, UNDP shall not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources



In the event of unforeseeable travel not anticipated in this TOR, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and the Individual Consultant, prior to travel and will be reimbursed.

Travel costs shall be reimbursed at actual but not exceeding the quotation from UNDP approved travel agent. The provided living allowance will not be exceeding UNDP DSA rates. Repatriation travel cost from home to duty station in Bangkok and return shall not be covered by UNDP.

Documentation required

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

- **Letter of Confirmation of Interest and Availability** using the template provided in Annex II.
- **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.
- **Financial proposal** consultant must quote price in U.S. Dollar that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs,