



## **TERMS OF REFERENCE**

### **FOR INDIVIDUAL CONTRACT**

<b>POSITION TITLE:</b>	Climate Change Adaptation Communication Specialist
<b>AGENCY/PROJECT NAME:</b>	UNDP/BPPS/NAP-GSP/ Expanding the Ongoing Support to Least Developed Countries (LDCs) with country-driven processes to advance National Adaptation Plans (NAPs)
<b>COUNTRY OF ASSIGNMENT:</b>	Home based with possible travel
<b>DURATION:</b>	<b>1 July 2019 – 31 December 2019</b> <b>(Up to 100 days)</b>

#### **1) GENERAL BACKGROUND**

For UNDP, adaptation to climate change means climate-resilient economic development and sustainable livelihoods, especially for vulnerable populations – the poor, women, and indigenous peoples. UNDP supports these goals by assisting over 80 countries to integrate current and future climate risks and uncertainties into national and sub-national development efforts. UNDP works with governments, the private sector, communities, and other partners to build responsive state institutions and public policies; strengthen public and private sector capacities to manage climate change risks and uncertainties; and formulate, finance and implement climate-resilient initiatives.

Together with partners, UNDP supports climate change risk management in the context of agriculture and food security, water resources, coastal zone development, public health, and climate change-related disaster risks. To finance this work at the national, sub-national and community levels, UNDP helps countries secure climate change adaptation finance that is available through vertical funds such as the Adaptation Fund, the Least Developed Countries Fund and the Special Climate Change Fund (both of which are managed by the Global Environment Facility, GEF), Green Climate Fund, as well as other multilateral and bilateral sources. Countries are supported to optimize the use of these public funds by also leveraging and catalyzing private finance for adaptation.

At the 17th COP in 2011, parties invited all United Nations organizations, as well as bilateral and multilateral agencies, to support the National Adaptation Plans process which aims to (1) reduce vulnerability and (2) integrate climate change adaptation into medium to long term development planning. In response, the joint UNDP/UN Environment National Adaptation Plan Global Support Programme (NAP-GSP) was launched in June 2013, initially financed by the Global Environment Facility (GEF) Least Developed Countries Fund (LDCF). The NAP-GSP and programme partners are assisting countries who request support to identify technical, institutional and financial needs to integrate climate change adaptation into ongoing medium and long-term national planning. The NAP portfolio contributes to the overall climate change work of UNDP which constitutes a significant part of the Strategic Plan's Signature solution 3 on "Enhancing national prevention and recovery capacities for resilient societies".

## 2) OBJECTIVES OF THE ASSIGNMENT

The UNDP NAP-GSP/CCA Team requires a communications specialist to provide increased the visibility of its outputs and impacts. This consultancy will also support the broader Adaptation Portfolio and ensure integrated communications support for programme deliverables. This consultancy will enable increased publicity (via advocacy and communications) for the results and impact of UNDP's support to countries on climate change adaptation in lead up to the Climate Summit and the COP 25 in Chile.

## 3) SCOPE OF WORK

Under the guidance and supervision of the Head of Climate Change Adaptation and the Lead Technical Specialist on NAPs, and in close collaboration with the Communications Coordinator, the consultant will provide the following:

- Identify and engage with communications officers, stakeholders and product champions in key target Countries to increase the visibility of the impact of the NAP-GSP and the broader Adaptation, especially in the context of Nationally Determined Contributions, and NAPA implementation in LDCs
- Plan and design internal and external strategies for communications and outreach focused on impact and results, transparency, advocacy, partner engagement and other corporate priorities;
- Implement the NAP Portfolio communications strategy in line with the visibility guidelines of UNDP and programme donors:
  - Support the creation, packaging and distribution of key messages and communications products for different internal and external audiences in close cooperation with UNDP task managers; (press releases, factsheets, talking points, web updates, videos, virtual events and social media)
  - Update and maintain NAP-GSP and NAP-Ag webpages
  - Draft regular blogs as per requests from the Lead Technical Specialist on NAP
  - Provide communications support at NAP-related meetings, including managing virtual conferences/web streams, external communications, taking photos, reviewing communications material and support to promote (website, press release, PowerPoint sharing) related to events
  - Contribute to and promote NAP-GSP newsletter
  - 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
  - Organize webinars by liaising with technical officers and partners.
- Implement the global communications strategy for the Adaptation Portfolio, in coordination with the global network of communications focal points and specialists:
  - Support the substantive revision of content aimed at media outreach in coordination with the author(s), and communications focal points within relevant UNDP teams
  - Support the content creation and architecture of the Adaptation Portfolio webpage
  - Assist in curating and posting stories, blogs, photos and videos in UNDP's web content management system;
  - Draft regular blogs as per requests from the Head-CCA
  - Create exposure stories

- o Monitor social media trends for outreach purposes and appropriately apply that knowledge to increasing the use of social media at UNDP
- o Contribute to and promote adaptation newsletter
- o 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.

#### 4) DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

**Duration:** 1 July 2019 – 31 December 2019 (Up to 100 days)

**Duty station:** Home based with possible travel.

The Consultant will be given access to relevant information necessary for execution of the tasks under this assignment; The Consultant will be responsible for providing her/his own working station (i.e. laptop, internet, phone, scanner/printer, specific software, etc.) and must have access to a reliable internet connection; Payments will be made upon submission of a certification of payment form and acceptance and confirmation by the Senior Communications Specialist on days worked and outputs delivered.

#### 5) FINAL PRODUCTS

Based on the aforementioned criterion of the tasks associated with this Terms of Reference (expected deliverables following UNDP guidelines on communications), the consultant will be responsible for:

<b>Deliverables</b>	<b>Estimated Duration to Complete</b>
<b>STRATEGIC PRODUCTS</b> <ul style="list-style-type: none"> <li>- 1 NAP GCF Portfolio Communications Strategy designed</li> <li>- 1 NAP GSP Communications Strategy updated</li> <li>- 4 NAP knowledge products to capture lessons learnt drafted or edited</li> <li>- Contribution to 3 NAP GSP newsletters</li> <li>- Contribution to 3 CCA newsletters</li> </ul>	<p style="text-align: center;">3 days</p> <p style="text-align: center;">1 days</p> <p style="text-align: center;">15 days</p> <p style="text-align: center;">3 days</p> <p style="text-align: center;">3 days</p>

<p><b>CONTENT CREATION AND WEBSITE MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>- 40 country pages updated on a regular basis on NAP-GSP website</li> <li>- 11 country pages updates on the NAP-Ag microsite</li> <li>- 6 monthly reports on website traffic and social media</li> <li>- 8 NAP and CCA success stories published, based on interviews with clients</li> </ul>	<p>12 days</p> <p>6 days</p> <p>3 days</p> <p>22 days</p>
<p><b>SOCIAL MEDIA</b></p> <ul style="list-style-type: none"> <li>- 1 tweet/day drafted/posted</li> <li>- 1 blog campaign implemented in 2019 with a monthly blog post</li> </ul>	<p>6 days</p> <p>12 days</p>
<p><b>EVENTS AND OUTREACH</b></p> <ul style="list-style-type: none"> <li>- Communications support provided to at least 7 NAP and CCA-related, meetings, including managing virtual conferences/web streams, external communications, taking photos, reviewing and editing communications material (dissemination strategy, website, press release, PowerPoint sharing) related to events</li> <li>- 2 Webinars organized</li> </ul>	<p>10 days</p> <p>4 days</p>
	<b>100 days</b>

## 6) PROVISION OF MONITORING AND PROGRESS CONTROLS

The consultant will be supervised by the Head of Climate Change Adaptation and Lead Technical Specialist on NAP throughout the consultancy. He/she will work closely with the Communications Coordination, Regional Technical Advisors and other staff involved in the NAP-GSP, UNDP Country Office staff and project counterparts as appropriate.

## 7) DEGREE OF EXPERTISE AND QUALIFICATIONS

### Education:

- Master's degree or Bachelor's degree with equivalent experience in Journalism, Communications or other closely related field.

### Experience:

- At least 5 year of professional experience for Master's degree level or at least 7 years of professional experience for Bachelor degree level in generating communications, communication strategies, media operations and advocacy material via various media (i.e. print, video, websites);
- Demonstrated substantive experience in drafting high quality communications products
- Proficiency and experience with media and social media software, applications and communication tools

- Familiarity with Content Management Systems, digital media and web content creation;
- Experience in Storytelling Skills
- Sound understanding of sustainable human development, environmental management issues, adaptation, vulnerability and impacts of climate change and other related sustainable human development issues
- Experience working with UN system, and especially UNDP, and familiarity with UN editorial guidelines and templates, is an asset.

**Language:**

- Excellent English communication skills
- Fluency in another UN Language (especially French) would be an advantage

## 8) REVIEW TIME REQUIRED

The review and approval of payments will be made by the assigned supervisor(s) within 14 days.

## 9) PAYMENT TERMS

Payment will be made based on daily fee rates, approved by the supervisor against the satisfactory completion of deliverables in section (5) as per an agreed work plan at the beginning of the consultancy and submission of deliverables over the duration of the consultancy. Monthly payments will be made based on a summary report provided 5 days in advance of each months' end, with deliverables and a narrative about progress.

## 10) REQUIRED DOCUMENTS

The following documents will be requested:

- Duly accomplished Letter of Confirmation of Interest and Availability** using the template provided by UNDP;
- Personal CV or P11**, indicating all past experiences from similar projects, as well as the contact details (email and telephone number) of the Candidate and at least three (3) professional references;
- 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;
- Financial Proposal** that indicates the all-inclusive fixed total contract price, supported by a breakdown of costs, as per 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.

## 11) CRITERIA FOR SELECTION OF THE BEST OFFER

The following criteria will serve as basis for evaluating offers:

- Only those applications which are responsive and compliant will be evaluated;
- The technical criteria (education, experience, language) will be worth a maximum 100 points. Only the top 3 candidates that have achieved a minimum of 70 points (70%) from the review of the education, experience, and language will be invited for an interview;
- Technical criteria for evaluation (*Max100 points*);
  - a. **Criteria 1:** Relevance in education background – *Max 10 points*;
  - b. **Criteria 2:** Professional experience working on communications in the development sector – *Max 30 points*;
  - c. **Criteria 3:** Demonstrable communication products and editing, developmental editing, proofreading and copyediting from past assignments that showcase experience in producing large projects – *Max 30 points*;
  - d. **Criteria 4:** Experience in working with UNDP and familiarity with UNDP editorial guidelines and templates – *Max 10 points*;
  - e. **Criteria 5:** Experience with the UN/UNDP web environment – *Max 10 points*;
  - f. **Criteria 6:** Excellent English communications skills – *Max10 points*;
- The interview will be given a maximum of 100 points (30%). When combined with the technical review of 100 points (70%), only candidates who pass 70% of technical and interview evaluation will be evaluated further;
- For those passing technical and interview evaluation above, offers will be evaluated per the Combined Scoring method:
  - a. Technical and Interview (70%)
  - b. Financial Evaluation (30%)
- The financial proposal shall specify an all-inclusive<sup>1</sup> daily fee (including number of anticipated working days and all foreseeable expenses to carry out the assignment);
- Applicant receiving the Highest Combined Score and has accepted UNDP's General Terms and Conditions will be awarded the contract.

## 12) CONSULTANT PRESENCE REQUIRED ON DUTY STATION/UNDP PREMISES

NONE
  PARTIAL
  INTERMITTENT
  FULL-TIME

## 13) PAYMENT TERMS

Please indicate any special payment terms for the contract.

Lumpsum
  Daily