

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE



Date: 9 May 2019

Country: Thailand

Description of the assignment: CCA- Communication Specialist

Duty Station: Home-based with possible travel. Destinations shall be determined upon supervisor's approval.

Project name: UNDP/ BPPS/ NAP- GSP

Period of assignment/services (if applicable): 1 July 2019 – 31 December 2019 (up to 100 days).

To apply for this position, please click the link below:

https://jobs.undp.org/cj_view_job.cfm?cur_job_id=85100

1. 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. OBJECTIVE, SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

Objective

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.

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:
 - o 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)
 - o Update and maintain NAP-GSP and NAP-Ag webpages
 - o Draft regular blogs as per requests from the Lead Technical Specialist on NAP
 - o 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
- 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
 - Monitor social media trends for outreach purposes and appropriately apply that knowledge to increasing the use of social media at UNDP
 - Contribute to and promote adaptation newsletter
 - 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.

3. REQUIREMENTS FOR EXPERIENCE 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.

Corporate 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.

4. DURATION OF ASSIGNMENT, DUTY STATION AND EXPECTED PLACES OF TRAVEL

Contract Duration: 1 July 2019 – 31 December 2019 (up to 100 days)

Duty Station: Home-based with possible travel. Destinations shall be determined upon supervisor's approval.

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:

Deliverables	Estimated Duration to Complete
STRATEGIC PRODUCTS <ul style="list-style-type: none"> - 1 NAP GCF Portfolio Communications Strategy designed; - 1 NAP GSP Communications Strategy updated; - 4 NAP knowledge products to capture lessons learnt drafted or edited; - Contribution to 3 NAP GSP newsletters; - Contribution to 3 CCA newsletters. 	3 days 1 days 15 days 3 days 3 days
CONTENT CREATION AND WEBSITE MANAGEMENT <ul style="list-style-type: none"> - 40 country pages updated on a regular basis on NAP-GSP website; - 11 country pages updates on the NAP-Ag microsite; - 6 monthly reports on website traffic and social media; - 8 NAP and CCA success stories published, based on interviews with clients. 	12 days 6 days 3 days 22 days
SOCIAL MEDIA <ul style="list-style-type: none"> - 1 tweet/day drafted/posted; - 1 blog campaign implemented in 2019 with a monthly blog post. 	6 days 12 days
EVENTS AND OUTREACH <ul style="list-style-type: none"> - 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. 	14 days
	100 days

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. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications. Please group them into **one (1) single PDF document** as the application only allows to upload maximum one document:

-) **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**, as per template provided in [Annex II](#). Note: National consultant must quote price in U.S. Dollar 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. Kindly indicate the costs related to the 3 aforementioned missions under a separate heading;

Incomplete proposals may not be considered. The shortlisted candidates may be contacted and the successful candidate will be notified.

8. FINANCIAL PROPOSAL

Price Proposal and Schedule of Payments:

The contract will be based on Daily Fee

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.

9. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on the following methodology;

Cumulative analysis

The award of the contract shall be made to the individual consultant whose offer has been evaluated and determined as a) responsive/compliant/acceptable; and b) having received the highest score out of set of weighted technical criteria (70%) *and financial criteria (30%). Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced qualified proposal received by UNDP for the assignment.

-) Only those applications which are responsive and compliant will be evaluated;
-) The technical criteria combined with desk review (education, experience, language [max. 100 points, 70%] and interview [max.100 points, 30%])
-) Only the top 3 candidates scoring 70 points or higher from the desk review of the education, experience and languages will be considered for the interview;
- Candidates obtaining 70% or higher of combined score on desk review and interview will be deemed technically qualified and considered for financial evaluation;
- Financial score shall be computed as a ratio of the proposal being evaluated and the lowest priced proposal of those technically qualified;
-) The financial proposal shall specify an all-inclusive¹ daily fee (including number of anticipated working days and all foreseeable expenses to carry out the assignment);
-) The applicant receiving the Highest Combined Score and has accepted UNDP's General Terms and Conditions will be awarded the contract.

Technical Criteria for Evaluation (Maximum 100 points)

-) Criteria 1: Relevance in education background - Max 10 points;
-) Criteria 2: Professional experience working on communications in the development sector - Max 30 points;
-) 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;
-) Criteria 4: Experience in working with UNDP and familiarity with UNDP editorial guidelines and templates - Max 10 points;
-) Criteria 5: Experience with the UN/UNDP web environment - Max 10 points;
-) Criteria 6: Excellent English communications skills - Max 10 points.

Only candidates obtaining a minimum of 70 points (70% of the total desk review of 100 points, exclude interview) would be considered for interview and Financial Evaluation respectively.