



TERMS OF REFERENCE

ADVISOR ON COMMUNICATION AND ADVOCACY

Project title:	Consultancy, Programme Communications and Advocacy
Contracting authority:	United Nations Development Programme (UNDP)
Contract type:	Individual Contract (IC)
Duration Assignment:	3 months (full time)
Start date:	June 2019
Location:	Paramaribo

1. Background

The Office of the United Nations Resident Coordinator (RCO) for Suriname is seeking to strengthen its communication and advocacy work to better support the United Nations Country Team in Suriname in the visibility and promotion of its work and development results. Strengthening the outreach capacities of the RCO will also help to enhance the overall advocacy on the Sustainable Development Goals and the 2030 agenda in-country.

2. Responsibilities

The Adviser on Communication and Advocacy will be posted in the UN Resident Coordinator Office and work as part of the RCO Team under the overall supervision of the Resident Coordinator in close collaboration with the UN's Communication Group on the ground. The Adviser will be responsible for the following areas of work:

- a. Contributes to strategy advocacy and programme communications**
- Provides substantive support to the Resident Coordinator (RC) and UN Country Team (UNCT) in designing, implementing and monitoring the UN joint advocacy and communication strategy, promoting the MSDF as the primary instrument for the planning and implementation of UN development activities in the country, in support of the implementation of the 2030 Agenda for Sustainable Development;
- Prepares inputs for the RCO and UNCT on strategic advocacy and programme communications for the 2030 Agenda and to boost impact of programmatic objectives under the MSDF;

- Contributes to the promotion of advocacy and communications as a tool for a participatory approach to MSDImplementation and monitoring, reflecting the views and priorities of people, including those left farthest behind;
 - Monitors and analyzes the media in the areas related to the UN's mandates and programmes in the country, as well as other issues relevant to the UN brand and positioning;
 - Prepares inputs for the RC and UNCT on public messaging and media outreach, and assists in managing reputational risks or crises around sensitive issues;
 - Provides substantive support to the RC and UNCT, Programme Management Team (or equivalent) and Results Groups on potential issues, concerns and risks related to communications and advocacy, and suggests corrective actions;
 - Provides substantive support to the UN Communications Group throughout the stages of the UN-DAF cycle;
 - In collaboration with the UN Communications Group and the UN Programme Management Team (or equivalent), and in coordination with the RCO colleagues responsible for data management and results reporting, contributes to the annual communication plan to publicize and communicate results with a focus on the UN's development impact;
 - Assists the RC and UNCT in projecting UN's image effectively and accurately as well as promoting transparency and accountability;
- b. Assists in partnership building and media relations**
- Assists in the engagement of key traditional and non-traditional partners, including government, civil society, private sector, development partners and others new as well as traditional actors on the collective 2030 Agenda and the related role and impact of the UN's work in country;
 - Provides substantive support to the RC and UNCT in significantly expanding public outreach on the 2030 Agenda and the UN's role and impact in country;
 - Supports public engagement on the UN's role and work in country, including through programme visits showcasing the UN's development impact;
 - Contributes to regular liaison with other partners for content development, information exchange, collaborative communication efforts, and innovative communication and advocacy tools;
 - Compiles and analyzes communication experiences and shares findings with country, regional and HQ communication colleagues so that best practices benefit UN's communication work;
 - Assists in maintaining close working relationships with the media, including editors and journalists in key national and international news outlets; develops, maintains and updates media relations contact list/database;
 - Prepares official briefing materials, talking points, speeches, statements, op-eds and presentations as necessary.
- c. Provides substantive support for digital communications**
- Maintains digital external platforms such as the UN country team website as well as UN social media presence (Facebook, Twitter account etc.);
 - Assists in the development and implementation of a digital content strategy and contributes to the development of key communication products (e.g. human-interest stories, photography, video, animations, etc.).
- d. Supports publications and branding management**
- Provides substantive support to the RCO and UNCT on joint UN publications, maintaining high quality standards and the correct application of the UN branding guidelines;
 - Drafts inputs for the RC/RCO and UNCT on the use of the UN joint brand at country level across UN products, both offline and online.

3. Reporting

The consultant will report to the Resident Coordinator. Reports must be submitted on a monthly basis in Microsoft Word.

4. Time-frame of work

The duration of the consultancy is 3 months.

5. Payment

The consultant will submit a list of deliverables each month, which after approval of the Resident Coordinator will enable payment of remuneration.

Nr.	Deliverables	Percentage of Total Price (weight for payment)
1	Completes UN Suriname communications strategy and designs common messages for UNCG identified UN commemoration days. Liaise with UNIC on Communications Strategy and approaches.	20%
2	Assists in partnership building and media relations by organizing media outreach events to boost UN Suriname visibility	20%
3	Prepares communications and press releases of joint UN interventions on Facebook and Webpage. Organizes SDG awareness sessions with general public and Media. Work closely with all UN agencies communication focal points to showcase Agency results on UN Facebook and website	20%
4	Designs SDG and common messages folders and brochures; organises joint UN interventions on agreed UN Days including UN Suriname cookout 2019. Start preparations for SDG gallery for UN Day; liaise with RCO Barbados on lessons learned SDG gallery Barbados.	20%
5	Support preparations of UNCT/PCCC meeting and liaise with Foreign Affairs and Planning Office on press release/protocol	20%
	Total	100%

6. Qualifications, experience and knowledge

Education: Advanced university degree (Master's degree or equivalent degree) in communications, journalism, business or public administration, sustainable development, social sciences, education or related area. A first-level university degree in combination with two additional years of qualifying experience may be accepted in lieu of the advanced university degrees.

Experience: A minimum of two years of progressively responsible experience in programme communications and advocacy or partnership development in the context of development cooperation or related area is required.

Language: Oral and written fluency in English is required.

7. Competencies

- **Professionalism:** Knowledge and understanding of sustainable development theories, concepts and approaches. Ability to identify and develop sources for data collection. Ability to undertake research, analyse data, make recommendations and write draft reports on sustainable development issues. Demonstrates professional competence and mastery of subject matter; is conscientious and efficient in meeting commitments, observing deadlines and achieving results.
- **Communication:** Speaks and writes clearly and effectively; listens to others, correctly interprets messages from others and responds appropriately; asks questions to clarify and exhibits interest in having two-way communication; tailors language, tone, style and format to match audience.
- **Teamwork:** Works collaboratively with colleagues to achieve organizational goals; solicits input by genuinely valuing others' ideas and expertise; is willing to learn from others; places team agenda before personal agenda; supports and acts in accordance with final group decision.

- **Accountability:** Takes ownership of all responsibilities and honours commitments; delivers outputs for which one has responsibility within prescribed time, cost and quality standards; operates in compliance with organizational regulations and rules; supports subordinates, provides oversight and takes responsibility for delegated assignments.
- **Creativity:** Actively seeks to improve programmes or services; offers new and different options to solve problems or meet client needs; promotes and persuades others to consider new ideas; thinks “outside the box”; takes an interest in new ideas and new ways of doing things; is not bound by current thinking or traditional approaches.
- **Client Orientation:** Considers all those to whom services are provided to be “clients” and establishes and maintains productive partnerships with clients by gaining their trust and respect; identifies clients’ needs and matches them to appropriate solutions; meets timeline for delivery of products or services to client.
- **Technological Awareness:** Keeps abreast of available technology; understands applicability and limitation of technology to the work of the office; actively seeks to apply technology to appropriate tasks; shows willingness to learn new technology.