

TERMS OF REFERENCE

Location	Bangkok, Thailand
Type of Contract	Individual Contractor
Post Level	Communications Coordinator – International Consultant
Languages required:	Fluent English (written and oral)
Duration of Initial Contract:	17 June 2019 until 17 September 2019, for 36 working days maximum

BACKGROUND

The Asia-Pacific region is known to be the worst disaster affected region in the world, representing 72 percent of all disaster fatalities during 1970 to 2011 globally. Seventy-six per cent of tsunamis that have occurred took place in the Pacific Ocean and its marginal seas. The 2004 Indian Ocean tsunami and the 2011 Great East Japan Earthquake (GEJE) tsunami were two of the worst tsunamis in recent years. Despite progress made in seismological and tsunami science in the last 50 years, these tsunamis caused devastating damage in the countries they hit.

The impact of these events has exposed that countries are not prepared to cope with such devastating and large-scale events. There are several reasons for this: a) Lack of technical understanding of what kinds of earthquakes trigger tsunamis, b) Unreliable tsunami warnings due to lack of technical understanding, c) Early warning not understood by communities at risk, d) Lack of awareness of how to prepare or respond to tsunami risk, e) Inability to prepare for or respond to structural inundation due to tsunami.

Since 2005, UNDP has been working with national governments in 163 disaster-prone countries on disaster risk management, including disaster risk assessment, disaster risk governance and mainstreaming, disaster preparedness and early warning, and disaster recovery. Since 2017, UNDP's Disaster Risk Reduction Team is implementing a regional project '[Partnerships for strengthening school preparedness for tsunami in the Asia Pacific Region](#)' funded by the Government of Japan. The primal objective of this project is to mitigate the impact of tsunamis by enhancing school preparedness in high risk communities in 18 countries in the Asia Pacific region. Currently¹, the project is in the second phase where 13 countries continue to keep the momentum going and 5 new countries embark on the consultations with respective stakeholders at the national level. The second phase will focus more on scaling up by promoting ToT trainings, engaging more partners on ground and institutionalization.

A key component of the project has been "visibility" and the project achieved high visibility through delegated microsite and other robust communications campaigns under the first phase. The DRR team is working closely with the communications team at the Bangkok Regional Hub to ensure that events are appropriately branded and highlighted in multiple communications platforms. To provide technical guidance to Country Offices and coordinate the overall communications strategy of this project, the BRH DRR team is hiring a Communications Coordinator.

¹ The 18 countries under Tsunami Project second phase consist of Bangladesh, Fiji, India, Indonesia, Kiribati, Maldives, Malaysia, Micronesia, Myanmar, Palau, PNG, Philippines, Solomon Islands, Sri Lanka, Thailand, Tuvalu, Vanuatu, and Vietnam.

DUTIES AND RESPONSIBILITIES

Scope of the work

Under the overall supervision of the Senior Advisor, Disaster Risk Reduction Team and Regional Communications Advisor, UNDP Bangkok Regional Hub, the Communications Coordinator will undertake the following tasks:

General:

- In accordance with the overall **Communications Strategy** for the Tsunami Project second phase, provide substantive inputs and develop detailed communication plans where needed;
- Coordinate and manage the overall project communications strategy to ensure coherence and timely implementation;
- Provide technical guidance on communications related work for Country Offices;
- Ensure that the team members' including consultants' deliverables are on track and flag any potential issues with the supervisor to avoid delays;
- Review press releases, blogs and any other written material related to external communications including the donor;
- As required, draft an overall communications strategy for the DRR team;
- As required, provide communications support to the DRR team at high level events;

Content Development:

-) Produce communication products including graphic design materials for the project countries and DRR team: i.e. web stories, blogs, vlogs, press releases, feature stories, fact sheets, flyers, newsletters etc.;
-) Plan and produce content for social media; including planning and editing for Twitter, Facebook and Instagram; monitor analyze social media performance and suggest ways to increase outreach;
-) Re-produce existing content (stories, videos, photos) for events, social media and web
-) Coordinate communication activities with teams in project countries and partners

Website/ Microsite management:

- Re-design and manage (Adobe Communique CQ5) the project microsite in consultation with the Web Team (HQ), Communications Team and Knowledge Management Team;
- Plan and oversee content production for the microsite;
- Upload new content on the microsite and on the UNDP Asia-Pacific website;
- Monitor web performance, collect analytics and suggest ways to increase outreach.

Global Events:

-) Take a lead to raise a visibility, prepare communications plans and coordinate joint communication activities with partners towards three major events: (1) International Day for Disaster Reduction (2) World Tsunami Awareness Day and (3) 15th Anniversary of the Indian Ocean Tsunami

EXPECTED OUTPUTS:

-) Drafted overall communication strategy for the DRR team and updated communication strategy for the Project countries
-) Produced communication products including social media content, graphic design materials for the DRR team and the Project
-) Regularly updated and monitored DRR webpage and Project microsite
-) Drafted communication plans for the three major Tsunami related events

Institutional Arrangement

The consultant will report to the Regional Communications Advisor and the Disaster Risk Reduction Specialist and Programme Analyst, UNDP Bangkok Regional Hub in close collaboration with other designated team members and the Communications Unit.

Duration of the Work

The assignment will cover the period of 3 months starting from 17 June 2019 to 17 September 2019, for a maximum of 36 working days (or approximately 12 working days per month).

Duty Station

Bangkok, Thailand. The consultant's presence at UNDP Bangkok Regional Hub premises is required.

No mission travel is expected under this assignment.

COMPETENCIES

-) Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
-) Results-driven, initiative-taking, ability to work under pressure and to meet deadlines;
-) Ability to work under minimum supervision;
-) Highly motivated with a positive attitude and problem-solving approach;
-) Good interpersonal and networking skills, supports and encourages open communication.

REQUIRED SKILLS AND EXPERIENCE

Educational Qualifications:

-) University degree in communications, public relations, television, graphic design, film, photography or a related field. Advanced degree will be an advantage.

Experience

-) At least five years of experience working on communications with proven record in story/communication materials, video productions, website management etc.;
-) Creative IT skills to develop communication visuals including video editing and graphics design is essential. Proficiency in using the Adobe Creative Cloud applications (Photoshop, Illustrator, Premier) is required;
-) Experience in using Adobe Communicate (CQ5) web content management system;
-) Experience in managing social media platforms, especially Twitter, Facebook, and Instagram;
-) Excellent English writing skills, as well as strong analytical aptitude and strong communication skills, and attention to detail;
-) Knowledge and work experience in the Asia Pacific region is required;
-) Experience of working with UNDP or international organizations is an asset.

Language requirements

-) Excellent English communications skills and writing skills.

Price Proposal and Schedule of Payments

Consultant must send a financial proposal based on a **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 monthly 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 at actual documented cost.

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.

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 proposal received by UNDP for the assignment.

Technical Criteria for Evaluation (Maximum 70 points)

-) Criteria 1 Relevance of Education – Max 10 points
-) Criteria 2 Relevant experience on communications – Max 20 points
-) Criteria 3 Excellent IT skills especially Adobe Creative Cloud applications and Adobe Communicate (CQ5) – Max 15 points
-) Criteria 4 Experience in managing websites and social media platforms – Max 15 points
-) Criteria 5 Excellent English communications skills – Max 10 points

Only candidates obtaining a minimum of 49 points (70% of the total technical points) would be considered for the Financial Evaluation.

Documentation required

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 or 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.
-) **Financial proposal**, as per template provided in Annex II.

Incomplete proposals may not be considered.

Annexes

-) Annex I - [Individual IC General Terms and Conditions](#)
-) Annex II – Offeror’s Letter to UNDP Confirming Interest and Availability for the Individual IC, including Financial Proposal Template

For any clarification regarding this assignment please write to chihiro.bise@undp.org