



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE
(International or National Competition)

Date: July 2, 2019

REF NO.: BBRSO72228

Job Title: Communications Specialist

Country: Barbados and The OECS

Description of the assignment: The Consultant will work in close collaboration with programme and teams in the country offices, government officials, international and local media, subject matter experts, staff based in the Panama Regional Service Centre (Communications Office), and civil society ensuring successful project communication strategy implementation.

Project name: Strengthening Evidenced Based Decision Making for Citizens in the Caribbean (CariSECURE)

Period of assignment/services (if applicable): Sixty two (62) days

A. ADMINISTRATION:

To apply, interested persons should upload the **combined*** *Technical Proposal/Methodology* (if applicable), CV and *Offeror's Letter* to "UNDP Jobs" by navigating to the link below and clicking "APPLY NOW", no later than the date indicated on the "UNDP Jobs" website. **Applications submitted via email will not be accepted****: -

UNDP Job Site – https://jobs.undp.org/cj_view_job.cfm?cur_job_id=86108 (cut and paste into browser address bar if the link does not work)

*** PLEASE NOTE:** *The system allows the upload of one (1) document ONLY – if you are required to submit a Technical Proposal/Methodology, this document along with your CV/P11 and Offeror's Letter, MUST be combined and uploaded as one.*

NOTE: *The Financial Proposal should not be uploaded to "UNDP Jobs"**.*

<IMPORTANT>

****Please email the password-protected Financial Proposal to procurement.bb@undp.org.** The subject line of your email must contain the following: **"BBRSO72228 Financial Proposal – Your Name"**

If the password for your Financial Proposal is required, it will be requested by the Procurement Unit.

Any request for clarification must be sent in writing to procurement.bb@undp.org within three (3) days of the publication of this notice, ensuring that the reference number above is included in the subject line. The UNDP Barbados & the OECS Procurement Unit will post the responses*** two (2) days later, including an explanation of the query without identifying the source of inquiry, to: -

http://procurement-notices.undp.org/view_notice.cfm?notice_id=57125 (cut and paste into browser address bar if the link does not work)

A detailed Procurement Notice, TOR, and all annexes can be found by clicking the above link.

***** UNDP shall endeavour to provide such responses to clarifications in an expeditious manner, but any delay in such response shall not cause an obligation on the part of UNDP to extend the submission date of the Proposals, unless UNDP deems that such an extension is justified and necessary**

B. BACKGROUND

The United Nations Development Programme (UNDP) - Regional Bureau for Latin America and the Caribbean (RBLAC) in collaboration with the UNDP Caribbean network of offices – Guyana, Jamaica, Trinidad and Tobago, Suriname, Barbados and the OECS undertook the formulation of a first Caribbean-wide Human Development Report (CHDR) on Citizens' Security. Using Global UNDP HDR processes, analysis and methodologies, the Caribbean HDR reviewed crime and security in the Caribbean with data analysis and information from a human development perspective. The report defines short and medium term policy recommendations based on the social aspects of security which impact on citizen safety, youth violence, education, unemployment and inequality, inclusive economic growth, migration, and drug use and alcohol abuse. One of the primary recommendations from the report is the urgent need for the region to shift from traditional concepts of state security to a broader multidimensional concept that focuses on citizen security and safety and wellbeing of Caribbean citizens.

While the CHDR victimization survey points to high levels of fear of violent crime amongst citizens and the failing of existing policies and approaches, stimulating robust public discourse on the topic presented a challenge. Given the region's dependency on tourism as its main foreign exchange earner, enlisting the full and unconditional support of regional parliamentarians on the matter of facilitating rigorous public debate is critical. Reliable crime statistics are critical for measuring changes in crime levels, monitoring of national and regional responses, developing and evaluating effectiveness of citizen security policies, supporting the analysis and understanding of national and regional crime trends. Collection and organization of data into a statistical form is required to produce valuable information for use in decision-making and to allow for comparison of crime statistics across time and between countries. Lack of reliable and comparable national, sub-regional and regional statistics makes it difficult to fully comprehend the impact of crime and violence, and to inform the citizen security policies and strategies needed to effectively respond to these challenges.

National consultations and assessments conducted by UNDP in the Eastern and Southern Caribbean point at four interrelated key problems: 1. Deficient evidence-based citizen security policies due to 2. Lack of reliable and comparable national and regional statistics, 3. Weak coordination at national, sub-regional and regional levels, and, 4. Weak institutional and CSO capacities. 4) The importance of up-to-date data inform prevention programme design, monitoring and evaluation.

The data gaps resulting from these challenges are further aggravated by different definitions of security concepts, non-standardized indicators and inconsistent use of information; dispersion of information and a multiplicity of information sources; sporadic initiatives in the area of information management; lack of unified technical criteria and permanent technical capacities within the national and regional institutions; absence or lack of understanding of a preventive focus in information management; low citizen participation in discussions on citizen security; and absence of mechanisms and capacities to mainstream gender into the analysis and management of citizen security related information and public policies.

Based on this, UNDP seeks to work with countries in the Eastern and Southern Caribbean (Antigua and Barbuda, Barbados, Commonwealth of Dominica, Grenada, Guyana, Saint Lucia, Saint Kitts and Nevis, Saint Vincent and the Grenadines, Suriname, Trinidad and Tobago to improve institutional capacity for evidenced based decision making on youth crime and violence policy making and programming. The focus of this project will be in improving data collection, analysis and use of data for decision making on youth crime policy making and programming. The project intends to achieve two components: 1) improving the quality, comparability and reliability of data and information and youth crime and violence; 2) and regional collaboration and networking on youth crime and violence strengthened. These components will be achieved by improving regional and national institutional capacity to collect, monitor, and analyse citizen security and apply it to decision-making and policy formulation at both levels.

C. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS

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

1. Cover Letter explaining why they are the most suitable for the work identify at least three (3) key assignments which within the past three (3) years with a fifty (5) page minimum.
2. Personal CV including past experience in similar projects and at least 3 references
3. Financial proposal

D. FINANCIAL PROPOSAL

Contracts based on daily fee

The financial proposal will specify the daily fee. Payments are made to the Individual Consultant based on the number of days worked based on the approved Time Log.

E. TRAVEL

All envisaged travel costs related to this assignment or deliverables there under will be the responsibility of UNDP.

F. EVALUATION

Individual consultants will be evaluated based on the following methodology:

**responsive/compliant/acceptable” can be defined as fully meeting the TOR provided*

- *Cumulative analysis*

When using this weighted scoring method, the award of the contract should 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 a pre-determined set of weighted technical and financial criteria** specific to the solicitation

** Technical Criteria weight; [70%]; * Financial Criteria weight; [30%]*

Only candidates obtaining a minimum of **49 points** would be considered for the Financial Evaluation –

Criteria	Max. Point
<u>Technical</u>	70
<ul style="list-style-type: none">• A minimum of seven (7) years progressively relevant experience at the national and/or international level in communications, public relations, marketing, journalism, international relations, development or another relevant field;	25
<ul style="list-style-type: none">• Experience in designing, coordinating or managing advocacy campaign and/or strategies	15
<ul style="list-style-type: none">• Demonstrated knowledge of infographic tools	15
<u>Financial</u>	30

G. ANNEXES

ANNEX I – TERMS OF REFERENCES (TOR) – separate TOR only provided for complex procurement; otherwise, see above

ANNEX II – GENERAL TERMS AND CONDITIONS

ANNEX III – OFFEROR’S LETTER

ANNEX IV – FINANCIAL PROPOSAL TEMPLATE

H. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

Under the guidance and direct supervision of the Project Team Leader, the Communication Specialist will work with the Regional Project Coordination Unit and colleagues in the three (3) UNDP country offices. An experienced practitioner, he/she will be responsible for positioning the project's objectives and activities through mainstream media, multimedia and social media platforms. The incumbent will be responsible for drafting and editing communication materials, developing and implementing advocacy and campaign materials, and press launches in coordination with relevant country offices.

The Communications Specialist will work in close collaboration with programme and teams in the country offices, government officials, international and local media, subject matter experts, staff based in the Panama Regional Service Centre (Communications Office), and civil society ensuring successful project communication strategy implementation.

The Communication Specialist will provide expertise and support on:

1. Technical support: The Consultant will support CariSECURE team anytime there is a need to prepare communication materials for any event in Barbados or any countries covered by CariSECURE. He or She will develop material for UNDP and USAid.
2. Reporting: 1) The Consultant will produce the first Quarterly Report for year 3 due in January 2019, April 2019, July 2019 and October 2019; 2), the Consultant will provide any USAid communication related documents; and 3) the Consultant will prepare articles and documents for UNDP website or for CariSECURE team.
3. Workshop Planning: The Consultant will organize quarterly meetings for Chiefs of Police (and/or Prison Superintendents) under the Team Leader leadership as well as other related activities to CariSECURE.

Summary of Key Functions:

MARKET PROJECT IN AND OUTSIDE THE REGION

- Coordination and management of all aspects of the project's Branding and Marking Plan ensuring full compliance with UNDP and the donor's corporate guidelines;
- Work closely with diverse array of stakeholders/partners to develop relevant and exciting success stories and other communications products
- Organize, produce, package and disseminate information (print, video and electronic), including ensuring compliance with Project's Branding and Marking Plan
- Provide technical assistance in the development and implementation of Behavioral Change Communication (BCC) strategies and public relations campaigns supporting efforts to promote evidenced based decision making to reduce youth crime and violence at the national and regional levels -
- Design and develop branded materials for high-level, high visibility project events
- Coordinate the set-up of various events organized and attended by the project

- Develop project templates and production guidelines to ensure quality and consistency;
- Contribute to the project monitoring and evaluation plan, annual work plans and budgets, and other project deliverables.

LEAD MEDIA OUTREACH IN COUTRIES AND REGION WORKING CLOSELY WITH NATIONAL,REGIONAL AND INTERNATIONAL MEDIA

- Market project in and outside of the region
- Support and promote identified UNDP country offices as a substantive thought leader promoting its mandate, mission and purpose via effective communication;
- Promote UNDP country offices principles as a tangible value proposition with national, regional and international audiences;
- Support the attracting and nurturing of key relationships with a variety of institutional partners in the priority countries through targeted outreach and advocacy;
- Develop and manage all project social media platforms (website, Facebook, Twitter, Instagram etc.); ensure project website and related social media platforms are aligned with UNDP and project donor corporate goals and messages and used effectively;
- In collaboration with Regional Project Implementation Unit and the Regional Bureau for Latin America and the Caribbean (RBLAC), develop results-based communications materials for distribution to donors and other key constituents.
- Contribute to project reporting quarterly and annually;
- Lead media outreach in the priority countries and region working closely with national, regional and international media:
- Promote project's work in the priority countries and within the region with special attention on results and impact through media outreach, using new types of media, including social media platforms and communication tools as appropriate;
- Promote, advocate and raise awareness around UNDP and project's activities, results, flagship initiatives through a variety of communication vehicles, such as roundtable discussions, press conferences, briefing sessions, interviews, report launches, etc.;
- Enhance understanding and knowledge of journalists and key interlocutors on development issues through substantive regional workshops and training sessions using UNDP reports, data and experts;
- Proactively market the project's work and activities in the national and regional media by regularly pitching success stories and placing UNDP and regional experts for interviews and commentaries in print and multimedia outlets;
- Draft and edit reports, press releases, communication products (success stories, flyers, posters, leaflets, booklets, project event calendars, etc.) and other documents as required.
- Draft and/or edit a range of materials, including press releases and advisories, speeches for UNDP senior management, news briefs, fact sheets for inclusion in media kits and further public outreach;
- Guide timely responses to reputational management inquiries raised by media and donors, in close consultation with the Project Team Leader and Deputy Team Leader and Regional Bureau as appropriate;

- Monitor and analyze national and international media and share information with the COs and Regional Bureau as needed;
- Provide communications support to UNDP senior management visiting the region;
- Foster outreach partnerships with new media, innovation groups and social media influential who can help UNDP and priority countries achieve their national goals.

Impact of Results:

Deliverables:

1. **Technical support:** The Consultant will support CariSECURE team anytime there is a need to prepare communication materials for any event in Barbados or any countries covered by CariSECURE. He or She will develop material for UNDP and USAid.
2. **Reporting:** 1) The Consultant will produce the Quarterly Reports for year 3; 2) The Consultant will provide any USAid communication related documents; and 3) The Consultant will prepare articles and documents for UNDP website or for CariSECURE team
3. **Workshop Planning:** The Consultant will support all communication activities linked to CariSECURE project.

DESCRIPTION OF DELIVERABLES AND PAYMENTS

Item	Deliverable	Deliverable Due Date	Days
1	Prepare official launch of the Police Incident Form in SKN, Guyana, St. Vincent and The Grenadines, Grenada (including all USAid required material)	15-Sep-19	4 days
2	Prepare an Annual report (infographics and editing)	30-Oct-19	2 days
3	Prepare articles for UNDP website	30-Sep-20	4 days
4	Organize all communication activities around the launch of Platforms (Police,DPP, Prison)	30-Sep-20	15days
5	Organize all communication activities around the launch of the Crime Victim	30-Sep-20	5 days
6	Support Governments of SLU, SKN and Guyana in developing internal communication plans and pamphlets on CariSECURE activities	30-Sep-20	5 days
7	Provide support to CariSECURE team on communication	30-Sep-20	10 days
8	Provide technical support on the development of 2 CariSECURE clips	30-Sep-20	5 days
9	Prepare all communication activities around the launch of the RSS observatory	30-Sep-20	2 days
10	Develop internal communication tools (posters, flyers, pamphlets) around CariSECURE tools (Police,Prison, DPP Platforms)	30-Sep-20	5 days
11	Prepare all communication activities around the launch of the Crime Anlysiss training in Barbados	30-Sep-20	5 days

I. REQUIREMENTS FOR EXPERIENCE AND COMPETENCIES

I. Years of experience:

- A minimum of seven (7) years progressively relevant experience at the national and/or international level in communications, public relations, marketing, journalism, international relations, development or another relevant field;
- Experience in designing, coordinating or managing advocacy campaign and/or strategies;
- Demonstrated knowledge of infographic tools is a strong asset;
- Understanding of international development issues within the Caribbean context; previous work experience in any of the beneficiary countries is highly desirable;
- Previous experience working with multilateral organizations, UN Agencies or international NGOs is a strong asset.

II. Competencies:

- Excellent writing skills;
- Fluency in oral and written English;

J. QUALIFICATIONS

III. Academic Qualifications:

- Bachelor's degree or equivalent in communications, public relations, marketing, media relations, journalism, publishing, international relations, development or another relevant field.