

## **TERMS OF REFERENCE**

### **Individual Contractor – Media Engagement and Partnership Specialist**

#### **Assignment Information**

|                           |   |
|---------------------------|---|
| <b>Assignment Title:</b>  | <b>Media Engagement and Partnership Specialist</b>    |
| <b>Cluster/Project:</b>   | UNDP/RCO  |
| <b>Post Level:</b>        | Specialist  |
| <b>Contract Type:</b>     | Individual Contractor (IC)- Cambodia-based Consultant |
| <b>Duty Station:</b>      | Phnom Penh  |
| <b>Contract Duration:</b> | 80 working days between October 2019 and March 2020   |

#### **Background and overview**

Press freedom in South-East Asia has deteriorated in the past few years and online civic space has been monitored quite extensively. Across the region, the media landscape and its capacity to advance freedom of expression are being challenged by the twin crises of trust and sustainability for journalism. Disinformation has undermined the veracity of news and damaged the trust in the media as a democratic institution. At the same time, media organizations have suffered from market pressures and constraining regulatory frameworks, while they struggle to establish sustainable businesses in a competitive and crowded environment.

In a positive development, new and alternative media experiences are emerging, which are capable of surviving, even thriving, in the most challenging circumstances. Newsrooms are being transformed into creative and innovative spaces where digital content developers, engineering and product designers, data scientists and business-savvy editors collaborate with traditional figures like journalists.

These “media alternatives” can take different forms and formats – some are for-profit enterprises that adopt new business models, while others represent creative experiments led by ordinary citizens. Technology has fundamentally changed traditional business approaches, content production, distribution, and even ownership. Quite interestingly, some of these media alternatives run revamped versions of traditional business models based on limited quality readership.

It is, however, in its citizen-enabling power that technology and social media, in particular have shown more dynamism. Celebrities, musicians, vloggers, and active citizens are using different social media to broadcast their ideas, hopes and concerns. There is, indeed, an enormous potential for new forms of digital and alternative media.

In June 2019, UNDP Cambodia launched an initiative aimed at supporting and promoting these “media alternatives” in order to increase their resilience and strengthen civic spaces. The project is financially supported by UNDP and the UK Embassy in Cambodia. The media engagement and partnership specialist will work under the supervision of the UN Peace and Development Advisor (PDA).

### **Objectives**

Under the direct supervision of the PDA, the consultant will be responsible for supporting the following tasks:

1. Provide overall technical advice to the project manager.
2. Coordinate and expand an existing network of media professionals, experts, entrepreneurs, and potential industry partners.
3. Support the selection of media start-ups/organizations through the organization of a business challenge.
4. Support the design and facilitation of a series of media labs, i.e. events targeting media professionals aimed at exploring issues related to media resilience, entrepreneurship and journalism.
5. Lead the organization of 1-2 study trips abroad for selected staff of the organizations undergoing the acceleration programme.
6. Liaise with and advise an international media firm and a Cambodia-based business incubator to support and monitor effective delivery of mentorship and acceleration services to media prototypes.
7. Support the development of project proposals, as needed.
8. Manage project reporting requirements.
9. Perform other tasks as directed by the PDA.

### **Deliverables and Timeline:**

All deliverables shall be submitted in accordance with the following timelines:

| <b>Deliverable</b>  | <b>Estimated duration to complete</b> | <b>Target Due date</b> | <b>Payment percentage</b> | <b>Review and Approvals Required</b> |
|---|---------------------------------------|------------------------|---------------------------|--------------------------------------|
| A business challenge and a media lab event successfully organized   | 30                                    | 15 December 2019       | 40%                       | Reviewed by PDA                      |
| Study trip(s) abroad for incubated media companies successfully organized                                 | 20                                    | 10 February 2020       | 20%                       |                                      |
| Acceleration of selected media organizations successfully coordinated and reported; final event organized | 30                                    | 31 March 2020          | 40%                       |                                      |
| Total   | 80                                    |                        | 100%                      |                                      |

### **Institutional Arrangements:**

Role of the consultant: The consultant will be supporting the work of the Peace and Development Advisor and work in cooperation with a junior consultant, an international media firm and a local incubator.

Role of the Peace and Development Advisor (PDA): The PDA will be supervising the consultant and provide professional and technical guidance.

### **Duration of the Work and Duty station**

The consultant will work from mid-October 2019 to 31 March 2020. The duty station for the assignment is Cambodia (Phnom Penh). The consultant should submit financial proposal covering the professional fee, travel and other related cost incurred when she/he is in Cambodia. Selected individual contract(s) who is expected to travel to the Country Office (CO) to undertake the assignment in the country is required to undertake the Basic Security in the Field (BSAFE) training prior to travelling.

### **Minimum Qualifications of the Individual Contractor**

|                             |  |
|-----------------------------|--|
| <b>Education:</b>           | <ul style="list-style-type: none"><li>• University degree in communication studies, media studies, journalism, social sciences, political science.</li></ul>   |
| <b>Experience:</b>          | <ul style="list-style-type: none"><li>• A minimum of 5 years of professional experience in the media sector;</li><li>• Proven experience in media engagement in sensitive situations</li><li>• Proven experience in partnering with media and private sector entities</li><li>• Proven knowledge of Cambodia media environment.</li><li>• Proven knowledge of media management or entrepreneurship will be an asset</li><li>• Knowledge of the UN work</li></ul> |
| <b>Other Competency</b>     | <ul style="list-style-type: none"><li>• Capacity to work in team</li><li>• A high degree of cultural sensitivity and ability to work in a multicultural environment;</li><li>• Time management (in managing deliverables)</li></ul>  |
| <b>Language Requirement</b> | <ul style="list-style-type: none"><li>• Fluency in written and oral English. Knowledge of Khmer is an advantage</li></ul>  |

### **Criteria for Evaluation of Level of Technical Compliance of Individual Contractor**

| <b>Technical Evaluation Criteria</b>                            | <b>Obtainable Score</b> |
|---|-------------------------|
| A minimum of 5 years of professional experience in media sector | 40                      |
| Proven knowledge of Cambodia media environment                  | 40                      |
| Proven experience in media engagement in sensitive situations   | 20                      |
| <b>Total Obtainable Score:</b>                                  | <b>100</b>              |

### **Approval**

#### **Signature:**

**Name: Fabio Oliva**

**Title/Unit/Cluster: Peace and Development Advisor – UNDP/RC Office**

**Date: 12 September 2019**